



# NEWS RELEASE

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## Mason Middle School Students Learn About Eating Right, Staying Active with Detroit Lions Players

**September 22, 2011, Waterford, Mich.** –It isn't every day that students get to work out with professional football players, but students from Mason Middle School will have this once-in-a-lifetime opportunity on Sept. 27 during this year's Fuel Up to Play 60 Kick Off to School Health at Ford Field in Detroit. Students will learn a number of fun and easy-to-implement "plays" that can be incorporated into their nutrition and physical activity programs, inspiring students, schools and communities to create healthier school environments. Mason Middle School is one of 34 Michigan schools participating in this year's Fuel Up to Play 60 Kick Off to School Health event.

Fuel Up to Play 60 is a student-driven in-school wellness program developed by the National Dairy Council and the National Football League in collaboration with the United States Department of Agriculture in 2008 to help improve schools' nutrition and physical activity environments. Many children are missing out on essential nutrients and adequate physical activity which may increase risk of overweight and lead to chronic health problems.

Through Fuel Up to Play 60, students are empowered to work with school decision-makers to plan and implement strategies to increase the amount of nutritious food choices and options for physical activity available in their schools. This effort encourages at least 60 minutes of daily physical activity and eating nutrient-rich foods including low-fat and fat-free milk, cheese, and yogurt, fruits, vegetables and whole grains.

"We're very excited that our school was selected to attend this year's event at Ford Field," said Rhonda Lessel, Waterford School District Spokesperson. "It's an opportunity for these students to take part in a special leadership activity that will have a positive effect on the entire student body. We're looking forward to implementing the new ideas they bring back and will encourage students to embrace these healthy lifestyle changes."

This year's kickoff event, the third annual, is presented by the Detroit Lions, Michigan Department of Education (MDE), Michigan Department of Community Health (MDCH) and United Dairy Industry of Michigan (UDIM). The day's "game plan" includes music, motivational talks, practicing football training camp-style skills with Detroit Lions players and trainers, and tasty food.

The pre-game includes a healthy breakfast, followed by an energetic pre-game show with Jill Jayne, "Jump with Jill!" rock star nutritionist and registered dietician. The first quarter kicks off with a pep talk by Luther Elliss, former Detroit Lions defensive tackle and two-time Pro Bowler, and Herman Moore, former Detroit Lions wide receiver and four-time Pro Bowler, followed by the announcement of individual school "teams" as they run through the player tunnel onto the field for the second quarter "training camp." Here, students will be led through practice drills with Elliss, Moore, Lions trainers, and current player defensive end Cliff Avril.

The halftime show revolves around a "taste and vote" tailgate, where participants sample a variety of healthy menu options, vote for their favorites, and hear from National FUTP 60 Student Ambassador Tyler Kwapis. During the third quarter, former physical educator and action-based learning expert Jean Blaydes Madigan reveals the secret of boosting brain power through exercise. The fourth quarter features "training tips" on eating healthy and being active from Detroit Lions wide receiver, Nate Burleson.

The "post-game celebration" showcases what may be the state's largest flash workout session to the tune of the Jill Jayne's, "Beat Of Our Body," an energizing dance routine created by the Rockstar Nutritionist.

In its third year, Fuel Up to Play 60 is reaching more than 3,000 Michigan schools and more than 1.4 million Michigan students. To date, more than 70,000 schools have participated in the "Fuel Up to Play 60" program in the United States and provided opportunities to make positive and lasting changes to nutrition and physical activity programs affecting millions of students.

To learn more about the "Fuel Up to Play 60" program, visit [www.FuelUpToPlay60.com](http://www.FuelUpToPlay60.com).

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