



National Dairy Council® and General Mills Foodservice to Award \$50,000 in Grants to Help K-12 Schools Expand Breakfast Programs
Fuel Up™ Breakfast Grant Applications Accepted through July 26, 2013

MINNEAPOLIS (June 3, 2013) – For the fifth year in a row, General Mills Foodservice and the National Dairy Council are partnering to offer Fuel Up™ Breakfast Grants to help K-12 schools improve their breakfast programs and increase participation. The grants are open to schools within the United States who participate in the National School Breakfast Program and are enrolled in the Fuel Up to Play 60 program. Fuel Up to Play 60, the nation's largest in-school program created by the National Dairy Council and the National Football League, in collaboration with the U.S. Department of Agriculture, empowers youth to take action to improve nutrition and physical activity at their school and for their own health. Currently, the program is in nearly 73,000 schools nationwide.

Schools can apply to receive up to \$2,000 in funding through the Fuel Up™ Breakfast Program, which has awarded \$325,000 to more than 100 schools nationwide since 2009 and has greatly improved student access to nutritious foods such as low-fat and fat-free dairy products, whole grain cereals and fruit. Past grant recipients have used the funds to implement alternative breakfast options such as breakfast in the classroom, grab-and-go breakfast from a cart or a second chance breakfast after the first class period.

"It is wonderful to see schools use their creativity to find new ways to make breakfast more accessible to all students," said Alyca Judge, K-12 marketing manager, General Mills Foodservice. "General Mills is proud to partner with the National Dairy Council to help implement their plans and ensure kids get access to high-quality, nourishing foods to fuel their day."

A total of \$50,000 is available to eligible schools for the 2013-14 school year. Online applications, available at <http://school.fueluptoplay60.com/funds/introduction.php> will be accepted through July 26, 2013. Schools applying for a Fuel Up grant must have support from their school principal, district school nutrition director and school nutrition manager, school enrollment of at least 500, breakfast participation level less than 40 percent and demonstrate an opportunity to raise breakfast participation.

In the 2012-13 school year, grants were awarded to 27 schools in 19 states reaching 24,524 students. Results indicate an average increase of 50 percent in overall daily breakfast participation from the programs funded with grant dollars. Additionally the schools that received grants reported significantly more dairy and whole grains served during the breakfast grant period.

“We are honored to continue working with General Mills Foodservice to help bring nutritious breakfast options to the school environment and provide students with the resources they need to make healthy choices,” said Jean H. Ragalie, RD, president of National Dairy Council. “At a time when so many schools districts are facing economic challenges, it is more important than ever to create an environment that makes eating healthy and staying active attainable within any type of budget, in any school district.”

Applicants will be notified by August 8, 2013, if their school’s application has been approved or declined. Educators can visit <http://school.fueluptoplay60.com/funds/introduction.php> for more information and to access the grant application.

About General Mills Foodservice

General Mills Foodservice sells a wide array of high-quality products to operators in the foodservice and restaurant channels, delivering consistent quality and proven performance through its branded products including Cheerios[®], Yoplait[®] yogurt, Nature Valley[®] granola bars, Gold Medal[®] baking mixes, Pillsbury[®] biscuits and other sweet goods. The division generates more than \$2 billion in annual sales.

About Fuel Up to Play 60

Fuel Up to Play 60 is an in-school nutrition and physical activity program launched by the National Dairy Council (NDC) and NFL, with additional partnership support from United States Department of Agriculture (USDA). The program encourages youth to consume nutrient-rich foods (low-fat and fat-free dairy, fruits, vegetables and whole grains) and achieve 60 minutes of physical activity every day.

Fuel Up to Play 60 is designed to engage and empower youth to take action for their own health by implementing long-term, positive changes for themselves and their schools. Customizable and non-prescriptive program components are grounded in research with youth, including tools and resources, in-school promotional materials, a website and student challenges. Fuel Up to Play 60 is further supported by several health and nutrition organizations: Action for Healthy Kids, American Academy of Family Physicians, American Academy of Pediatrics, American Dietetic Association, National Hispanic Medical Association, National Medical Association and School Nutrition Association. Visit www.FuelUpToPlay60.com to learn more.

About National Dairy Council

National Dairy Council (NDC), the non-profit organization funded by the national dairy checkoff program, is committed to nutrition education and research-based communications. NDC provides science-based nutrition information to, and in collaboration with, a variety of stakeholders committed to fostering a healthier nation, including health professionals, educators, school nutrition directors, academia, industry, consumers and media. Established in 1915, NDC comprises a staff of registered dietitians and nutrition research and communications experts across the country. NDC has taken a leadership role in promoting child health and wellness through programs such as Fuel Up to Play 60. Developed by NDC and the National Football League (NFL), Fuel Up to Play 60 encourages youth to consume nutrient-rich foods and achieve at least 60 minutes of physical activity every day. For more information, visit www.NationalDairyCouncil.org.

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