



Fuel Up to Play 60 is a national health and wellness program built through a partnership between the NFL and America's Dairy Farmers. In 2019, the program turned 10 years old and since its inception has grown to encompass 73,000 schools across the country. In the past 10 years, the Fuel Up to Play 60 program has provided over \$32,000,000 in grants nationally for students to make healthy changes in their schools. The Packers and Dairy Farmers of Wisconsin have worked together over the past 10 years to build participation in the Fuel Up to Play 60 program in Wisconsin schools to help students learn where their food comes from, increase access to nutritious dairy foods and encourage them to lead healthier, active lives.

Over the last **10** years...

SCHOOLS



STUDENTS



GRANTS



EVENTS



**1,883**

Schools have participated

**766,913**

Students have been impacted by FUTP 60

**\$735K+**

Total grants distributed in team market

**48+**

Events held with NFL team players, mascots, and/or cheerleaders

NFL FLAG



**274**

Schools reached With NFL FLAG

**IMPACT DATA**

- 1,883 Fuel Up to Play 60 schools represent 74% of schools in the entire Green Bay Packers market
- 766,913 students enrolled in Fuel Up to Play 60 schools represent 89% of students in the entire Green Bay Packers market
- "Through Fuel Up to Play 60, students learn that they can make a difference in the lives of others, as well as their own, by sharing healthy eating and physical activity facts, organizing school-wide physical activities, and being a positive role model to other students." – Local Educator

**GRANT DATA (Healthy Eating & Physical Activity)**

- 298 schools have received a Fuel Up to Play 60 grant, averaging \$2,467 per school
- School grants have gone to schools to fund increased access to nutritious dairy products and other healthy foods, dairy farm field trips and new physical activity opportunities

