



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 Bengals and the American Dairy Association Midwest have worked together over the past 10 years to build Fuel Up to Play 60 in the Cincinnati market.

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

SCHOOLS



1,688

Schools have participated

STUDENTS



915,747

Students have been impacted by FUTP 60

GRANTS



\$556K+

Total grants distributed in team market

EVENTS



128+

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

NFL FLAG



188

Schools reached With NFL FLAG

IMPACT DATA

- 1,688 Fuel Up to Play 60 schools represent 70% of schools in the entire Cincinnati Bengals market
- 915,747 students enrolled in Fuel Up to Play 60 schools represent 81% of students in the entire Cincinnati Bengals market
- "Fuel Up to Play 60 has allowed for a greater understanding of nutrition and physical wellness on student academic achievement and how stress can be effected by nutrition and relaxation activities." – Local Educator

GRANT DATA (Healthy Eating & Physical Activity)

- 165 schools have received a Fuel Up to Play 60 grant, averaging \$3,375 per school
- Grants help schools add new dairy-friendly items to their menus and purchase equipment, such as mobile serving carts, smoothie stations and breakfast bars

