



Fuel Up to Play 60 with Viktor. Eat Healthy. Get Active. Make a Difference!

Hello!!! My name is Viktor the Viking and I'm the official mascot of the Minnesota Vikings. I'm here to tell you about a fantastic school assembly program presented by the Vikings and Midwest Dairy. The program is entitled "**Fuel Up to Play 60 with Viktor,**" and it instructs students on the importance of healthy eating and staying physically active. The program is appropriate for a K-8 audience but is geared for students in grades 2-6.

In the program I'm LIVE at your school, interacting with the students while I take them on an exclusive, behind-the-scenes glimpse of the Vikings' practice facility. Through an interactive video, members of the Vikings' organization such as **Paul Allen** (Vikings Radio Network), **Kyle Rudolph #82** (Tight end), **Eric Kendricks #54** (Linebacker), **Eric Sugarman** (Vikings Head Trainer), **Geji McKinney** (Vikings Director of Food Services) and several Minnesota Vikings Cheerleaders take time to speak with the kids. After the presentation, I will randomly select a few students to win prizes by answering questions on the material covered in the assembly. Hold on though, that isn't everything! Each student will receive a Fuel up to Play 60 pencil and each classroom will receive educational follow-up resources.



Viktor

LOGISTICS

- Setup is about 2 hours, program runs 45 minutes, and cleanup takes about an hour.
- Groups can range from 75-500 and a gymnasium is an ideal venue.
- The program is provided at no cost and is self-sufficient as Viktor brings all the necessary equipment.
- Schools will be offered an assembly on a first come first serve basis throughout the school year when eligibility criteria met:
 - Schools must be registered as a Fuel Up to Play 60 school at www.fueluptoplay60.com.
 - Schools must complete at least three (3) steps on their school's Dashboard.

For **ADDITIONAL TIPS** to activate the program in your school, visit **FuelUpToPlay60.com**.

For additional information or eligibility rules email **MidwestDairyCouncil@MidwestDairy.com**.