



Fuel Up to Play 60 Challenges



In addition to and in support of the Fuel Up to Play 60 Playbook “Plays” (formerly Action Strategies), **Fuel Up to Play 60 Challenges will be offered as an added way for students to be engaged and rewarded throughout the entire program.**

The Fuel Up to Play 60 Challenges provide an opportunity to educate and motivate youth in the program so that they are more likely to participate in the Plays. The Challenges vary in applied skills and the time required, which will encourage a wide array of students to participate, showcase their personal strengths and talents, collaborate with their peers and get them “doing” rather than just “talking” about the program components.

How it Works

A new Challenge will be announced approximately every six weeks from September 2010 to April 2011 on the Fuel Up to Play 60 website and via e-mail alerts.

Youth will submit their Challenge solutions online on COPPA-compliant SchoolTube through a variety of formats including photographs, written entries, videos, etc. Some of these entries may be highlighted on the Fuel Up to Play 60 website.

Rewards: Constant, Positive Reinforcement

While individual youth will automatically receive digital rewards (e.g., badges and fun content that can be unlocked) for participation in the program, groups of youth may be rewarded for doing Challenges:

- 1 (or more) school in each local dairy council region will be rewarded for the best Challenge entry (based on SR discretion)
- 1 (or more) school will receive national recognition on the Fuel Up to Play 60 website (based on national discretion)

Challenges

Challenge Name	Challenge Description
Kickoff Challenge (9/1/10-10/13/10)	Help encourage others to get involved! Create a poster or video, decorate with your local NFL team colors or even plan an event at school letting your friends know how much fun it is to Fuel Up to Play 60!
Fuel Up Recipe Challenge (10/20/10-11/24/10)	Fuel Up like a pro! Use what you learned through Fuel Up to Play 60 about nutritious foods to create a healthy meal – just like your favorite NFL players eat to stay on top of their game – and let us know the results. Create a new recipe, write a sketch about putting it together, show us pictures of your new creation, or just send us a link to a blog post about the whole experience. Or, tell us how you created something healthy at your school. Use your imagination...it's up to you!
Fuel Up and Play 60 your way to the moon! (12/1/10-1/5/11)	Small changes can make a big difference! Track how far you and your friends walk in a month. Upload video, photos or even just a link to a blog post explaining how you did it and let us see just how far you made it. Did you walk the length of a football field? Across the country? All the way to the moon?
Show Your Spirit Challenge (1/12/11-2/16/11)	Get everyone excited for game time! Create a video, song, commercial or cheer with your friends to inspire everyone to get involved in helping to make your school a healthier place.
Game Time Highlights Challenge (2/23/11-3/30/11)	Get the whole school involved, and celebrate an amazing year of Fueling Up to Play 60 by creating a “yearbook” of your game time highlights and how you'll keep up that team spirit throughout the summer. Include the Fuel Up to Play 60 Plays you implemented throughout the year.