

## **MEDIA ADVISORY**

### **USDA Satellite Features Feed**

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**Contact: USDA-TV (202) 720-6445 or (202) 720-3319**

## **FEATURE – USDA, NFL TEAM UP TO IMPROVE CHILDREN’S HEALTH**

**INTRO:** The U-S Department of Agriculture and the National Football League have joined on a campaign to fight childhood obesity. The USDA’s Bob Ellison has more. (1:39)

**THE FUEL UP TO PLAY SIXTY CAMPAIGN IS AN EFFORT BY THE U-S AGRICULTURE DEPARTMENT, THE N-F-L AND THE NATIONAL DAIRY COUNCIL TO GET CHILDREN TO EAT HEALTHIER AND GET MORE EXERCISE. AGRICULTURE SECRETARY TOM VILSACK PRAISED THE EFFORT’S GOALS AT THE CAMPAIGN’S KICK-OFF IN NEW YORK.**

Tom Vilsack, Agriculture Secretary: This partnership is going to be a terrific opportunity for us to take our food pyramid and our dietary guidelines, coupled with what the NFL and the National Dairy Council’s doing in order to get the word out to millions of children and the parents of children and the schools that their children go to that we need to do a better job.

**N-F-L COMMISSIONER ROGER GOODELL SAID FUEL UP TO PLAY SIXTY WILL HELP CHILDREN HAVE SUCCESSFUL LIVES AND CAREERS.**

Roger Goodell, NFL Commissioner: Whether they play football or they’re doctors or lawyers. All of those things are important to you. But the best way to try to get there is to take care of yourselves and that’s to be active sixty minutes a day and to eat properly.

**SEVERAL N-F-L PLAYERS HAVE SIGNED ON TO THE EFFORT SAYING HEALTHY DIETS AND EXERCISE ARE IMPORTANT TO THEM AND SHOULD BE TO CHILDREN.**

Kevin Boss, TE-New York Giants: Encourage the kids to get out there and play. Get sixty minutes of activity each day and to eat right. It’s something that I’ve been passionate about and just excited to be a part of it.

Maurice Jones-Drew, RB-Jacksonville Jaguars: This is great that they’re able to get kids excited about it and to hear some of these younger kids talk about it and how excited they were. It’s just awesome to see that and how many schools they have doing it,

Jaiandre Young, Student: We do need to be active and years ago we weren’t really that active so they’re bringing this organization to try to help us now.

**SIXTY PERCENT OF U-S SCHOOLS HAVE SIGNED ON TO FUEL UP TO PLAY SIXTY. FOR THE U-S DEPARTMENT OF AGRICULTURE I’M BOB ELLISON.**

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