



## Start Competing October 15, 2009

The *Fuel Up to Play 60* competition is starting on October 15, 2009. Are you ready? As with any competition, there are points to be earned and prizes to be won for you and your school. All you have to do is make healthy changes and have fun.

How does it work, you ask? Well, here goes.

### **PLEDGE. TRACK. AND RACK UP POINTS AND PRIZES.**

#### **Pledge**

After you register, you've got to sign a pledge on [FuelUpToPlay60.com](http://FuelUpToPlay60.com). You know, committing yourself to make your body and your school a healthier place.

#### **Track**

Now that you've pledged to treat your body right, it's time to start tracking what healthy foods you're fueling up with, how often you're staying active and how involved you are with in-school Action Strategies. Doing so will earn you...

#### **Points**

Yep. In fact, you'll receive 100 points just for signing the pledge. From there, racking up points is all about what you're eating, how often you're playing and what you know. You can earn points in school, after school and online. And getting your friends involved doesn't hurt either. The more points you get, the more your point total will go up, along with your school's "Fuel Meter". This handy meter brings together everyone's points from your school, measuring how well your whole school is doing in the competition against other schools nationwide.

**Once the competition begins, don't forget to use the playbook section on [FuelUpToPlay60.com](http://FuelUpToPlay60.com) to find great tools and resources that will help you and your friends bring *Fuel Up to Play 60* to life.**

#### **Track on Paper and Online!**

Don't have regular access to the Internet? No problem. You can download a Paper Tracker to keep track of what you're doing. Then, remember to go to [FuelUpToPlay60.com](http://FuelUpToPlay60.com) to enter what you've tracked. Don't wait too long; you can only track back up to a week.

#### **Make a Difference All Year!**

The competition is divided up into two parts: Part one runs from October 15 – December 15, 2009. Midterm (end of Part One) prize winners will be announced in January 2010. Things pick back up with part two, from February 1 – March 15, 2010. March 15th marks the end of the competition. Grand prize (end of Part Two) winners will be announced in April 2010.

#### **Prizes for You**

At midterm, the student in each state with the most number of individual points will win both an iPod touch and an NFLShop.com gift card!

At the end of the competition, one of you will win:

- A starring role in a *Fuel Up to Play 60* promotion with an NFL player
- A "healthy personal makeover" including a day to hang out with a National Football League player and his personal trainer



### Prizes for Your School

While you're getting the most out of your body, give a little back to your school. Your points get added to your classmates' points, which fill up your school's "Fuel Meter". When the competition is over, the school with the most points wins:

- A starring role in a *Fuel Up to Play 60* promotion with an NFL player
- A *Fuel Up to Play 60*-themed healthy school makeover

Plus, there are a slew of online rewards, such as unlocking NFL games and downloads as you reach certain milestones.

### All Tied Up

But what if there's a tie? Good question. *Fuel Up to Play 60* will select the winner based on the individual or school with the most points earned for physical activity and healthy eating. And if a tie still occurs after this, we'll decide the winners based on essays asking why your school or you deserve to win.

Ultimately, you should be doing this for your health, your future, a healthier school, and the betterment of mankind, which is why you should continue keeping track of your healthy habits even after the competition is over. Prizes are good. A healthy body is better.

