

# TIME TO **milk it!**

Make milk a star of your in-school FUTP 60 efforts with the Time To Milk It campaign! While you're implementing your Healthy Eating Play, put a spotlight on how dairy milk helps the students at your school do all the amazing things they do – from academics to athletics. Milk has high-quality protein to build lean muscle, and calcium and vitamin D for strong bones. What more can you ask for?

Learn more [here](#)

## EDUCATORS



### GRAB YOUR CHANCE TO WIN!

Click [here](#) for important contest guidelines and information!

From February 18 – April 12, here's how to Milk It! with FUTP 60:

Report a Healthy Eating Play under the Eat Healthy Step on your Dashboard for a chance to **WIN A SMOOTHIE BIKE\*** for your school!

- This year, level-up your Healthy Eating Play with milk. Check out the list of Milk It Activities on the next page to get started!
- Plus, the first 250 schools to have a Program Advisor report a Play under the Eat Healthy Step on the school's Dashboard during the Campaign time-frame will receive a **MILK IT! KIT\*\*!!**



### BONUS OPPORTUNITY

Show us how you Milk It! for a chance to win a smoothie bike delivered to your school by an NFL player\*!

- Capture video of students fueling with nutritious meals and snacks with milk, and doing the awesome things they love.
- Help your students upload the video to YouTube with #MilkIt and #FuelGreatness to enter.



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Here are some ideas to get you started! Review these activities with your team to get inspired and determine what works best for your school. Remember to capture video of the students at your school in action, doing what's most important to them.

- Create a game, obstacle course, or interactive activity using items in the classroom that incorporate milk/nutrition.
- Hold a contest for the best milk rap, poem, story, etc. and record the winner!
- Hold a Milk Mustache Contest for each grade.
- Team up with school nutrition staff to create a healthy grab and go station with milk and other nutritious snacks.
- Host a special "Milk It" guest at your school! (i.e. local sports/athletes or dairy farmer) and have them talk about how they Milk It.
- Create a cookbook of favorite Milk It snacks from your FUTP 60 Team.

\*NO PURCHASE NECESSARY. Many will enter; few will win. See Official Rules: <https://www.fueluptoplay60.com/about/rules>. The NFL Entities (as defined in Official Rules), National Football League Players Association, and National Football League Players Incorporated have not offered or sponsored this sweepstakes in any way. \*\*Milk It! Prize Kits are distributed while supplies last. Limit one per school.



A PROGRAM OF



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