Dear Teacher,

**Fuel Up to Play 60 Campaign**

May is National Physical Fitness and Sports Month. As you may know, it is recommended that children and adolescents achieve at least 60 minutes of physical activity each day. In order to fuel their physical activity, students must also consume a healthy diet loaded with nutrient-rich food choices. When combined, physical activity and healthy eating can help students achieve their maximum potential before, during and after the school day.

The [name of town] Child Nutrition Office is hosting a Physical Activity and Healthy Eating poster contest and ad campaign to help instill this message in students. Our goal is to encourage the consumption of “fuel foods” that appear on the school menus. “Fuel foods” are low-fat and fat-free dairy, fruits, vegetables, whole grains and lean protein− all foods that will fuel their 60 minutes of daily physical activity!

In elementary schools, assign each grade a fuel food category. Help your students to identify these foods on the school breakfast or lunch menu, and then have students create posters to promote their designated fuel foods. The posters can be displayed in the cafeteria to help promote nutrient-rich food choices. What a great way to motivate students to select fuel foods!

Older students in middle and high schools can participate as well. Have students create an advertising campaign for any one of the fuel foods. Encourage them to really sell the food by including its health benefits and favorite serving suggestions or creative recipes.

The cafeteria staff is happy to serve as your judging panel and can vote on the favorites. We will reward the winning student/class with a [insert prize].

We can’t wait to see what creative ideas your students have for promoting fuel foods. If you have any questions about the Physical Activity and Healthy Eating poster contest and ad campaign, please contact me in the [name of town] Child Nutrition Office.

Sincerely,

[Name]

[Title]

[Phone Number]