



**Fuel Up to Play 60 Back to School,
Back to Football Challenge:
August 22 – October 10**

We've got spirit, how 'bout you? It's Back to School and Back to Football time so show us how you are kicking off Fuel Up to Play 60 this year with the Fuel Up to Play 60 Back to School, Back to Football Challenge. Get together with your friends, or get your whole school involved, to create your own Fuel Up to Play 60 commercial and show us how you are kicking off Fuel Up to Play 60 this year!

Following these guidelines when submitting your Challenges improves your chance of winning a prize or being featured in the Fuel Up to Play 60 Challenge Showcase:

1. **Keep it clean.** Make sure there is no swearing, violence or other inappropriate behavior featured in your submission.
2. **Be original.** Don't use music, videos or pictures that belong to someone else (changing the words to a popular song or making up your own is okay though). Also, try not to mention or capture on film recognizable brand names. (For example, say you had low-fat yogurt available at lunch, but don't tell us which kind!)
3. **Watch the clock.** For video submissions, keep your entry under 60 seconds. Additionally, files larger than 2GB may not be uploaded to SchoolTube.
4. **Use the Playbook.** The Fuel Up to Play 60 Playbook has great ideas to help you complete the Kickoff Commercial, Cooking Show and Physical Activity Skit Challenges. Check it out at <http://students.fueluptoplay60.com/playbook/>.
5. **Promote the program.** Wear Fuel Up to Play 60 gear, show us your posters and use the slogan: "Eat healthy. Get active. Make a difference."
6. **Be descriptive.** Include a description with your entry, letting us know why you think it completes the Challenge.
7. **Be on time.** Submit your materials before the last day of the Challenge in order to be eligible for prizes and rewards.

Remember, in order to submit the best possible entry to the Fuel Up to Play 60 Back to School, Back to Football:

1. This Challenge entry should mimic a commercial. Think about how you would sell Fuel Up to Play 60 to your friends and family!
2. Tell us how you are kicking off Fuel Up to Play 60 this school year. Get your whole school involved!