

**Southeast United Dairy Industry Association
Fuel Up with Dairy Promotion Kit
Sample PA Announcements/Breakfast
January 6, 2010**

Announcing our new school breakfast program: it's nutritious, AND it's ambitious! It's called FUEL UP WITH DAIRY and it's all about eating smarter for breakfast. The theme for breakfast is FOCUS ON PERFORMANCE. What's that about? It's about including healthy low-fat dairy products in your breakfast food choices every day! You know, foods you already like, such as milk, yogurt and cheese. Any flavor works! And what do these foods do? Help you build up your smarts, your skills and your strength. For schoolwork, for gym class, for recess, for everything you do everyday! So don't forget, for your next breakfast, to FUEL UP WITH DAIRY!

OK, so what are those new posters you keep seeing in the cafeteria and in the hallway all about? They're all about our latest school breakfast program! It's called FUEL UP WITH DAIRY, FOCUS ON PERFORMANCE! It's about choosing smart, energy-building low-fat dairy foods when you have breakfast. Things you already like, including milk, yogurt and cheese! These are great choices that can help you do more not just in the morning, but all day long! Even if you have breakfast on the go, eating low fat dairy can be your go-to breakfast choices. So next time you see those new breakfast posters, get ready to FUEL UP WITH DAIRY!

Good morning everybody, it's time to focus! But this time, on something really tasty...breakfast! We've got a new breakfast program called FUEL UP WITH DAIRY, FOCUS ON PERFORMANCE! When you include healthy low-fat dairy foods with your breakfast, you're building strength, smarts and skills that can help serve you all day! Through classes, games, everything you do. So be sure you grab some milk, yogurt or cheese with your breakfast and focus on having a great day!