



FOR IMMEDIATE RELEASE
August 4, 2009

Southeast Dairy Association donates new milk cooler to local health and fitness competition winner

Maryville, Tenn.—The School Nutrition Foundation (SNF) and the National Dairy Council (NDC) announced Blount County High School (BCHS) in Maryville, Tenn. as the 2008-2009 Eat Smart, Get Moving national program winner.

The Eat Smart, Get Moving program focuses on encouraging school nutrition services staff nationwide, to maintain personal wellness by exercising daily and eating healthy foods such as dairy.

Broken into four phases, participants and their teams were challenged throughout the program to meet recommendations from the 2005 Dietary Guidelines for Americans—including the consumption of three servings of dairy each day. To help promote physical activity in combination with healthy eating habits, each phase also included physical challenges and fitness guidelines.

Led by Yvonne Buchanan, the BCHS team completed each challenge with one overall goal in mind, winning a new cooler for their school cafeteria.

For the second consecutive year, BCHS was rewarded with a \$1,500 merchandiser, courtesy of the Southeast United Dairy Industry Association (SUDIA). The new cooler will allow BCHS to make dairy foods more readily available to students.

“We are proud of all Blount County High School nutrition services staff members who participated in the contest,” said SUDIA’s Program Account Manager, Jill Henderson. “Schools’ participation in fitness and wellness programs sets a great example for students of all ages.”

Throughout the competition all teams who completed and met the minimum requirement for each phase received a 3-a-Day of dairy promotional item donated by the NDC. The NDC also rewarded team leaders who completed all four phases with 3-a-Day aprons.

###

About the Southeast Dairy Association

On behalf of dairy farm families, the non-profit Southeast United Dairy Industry Association, Inc. (SUDIA), works with schools, health professionals, retailers, dairy processors and the public to promote dairy foods. For more information, visit www.southeastdairy.org.

For more information contact Amanda Trice, 1-800-343-4693, atrice@sedairy.org.