



**FOR IMMEDIATE RELEASE**

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**Giant Food, Maola Milk®, and the American Dairy Association North East  
Team Up to Support Local Schools through *Fuel Up to Play 60*®**

*A portion of Maola Milk® sales between October 6 and December 6 will go toward  
grants to local Fuel Up to Play 60 schools®*

**Landover, Md. October 24, 2017** – Giant Food of Landover, Md., Maola Milk®, and the American Dairy Association North East are teaming up for a fourth year to support local schools through the National Dairy Council and the National Football League's Fuel Up to Play 60® (FUTP 60) program. Fuel Up to Play 60, the nation's largest in-school nutrition and physical activity program was founded under the leadership of America's dairy farmers and the NFL. The program has been implemented in more than 73,000 schools nationwide and helps more than 38 million students make better food choices by selecting nutritious options such as low-fat and fat-free dairy products, fruits, vegetables and whole grains.

This fall, Maryland & Virginia Milk Producers Cooperative (MDVA) is launching its new milk brand, Maola® (formerly Marva Maid®), which will be available in all Giant stores. To celebrate its launch, MDVA and its local dairy farmers will be donating 25 cents of each Maola Milk® purchase\* made between October 6 and December 6, 2017 in the form of school grants. In cooperation with the American Dairy Association North East and Giant Food, Maola Milk® will provide these grants to qualifying local schools within Giant's footprint who participate in Fuel Up to Play 60. The nutrition in Maola Milk® products provides a great way to help families fuel up for a successful day, and MDVA, the American Dairy Association North East, and Giant Food are proud to support local schools and the message of Fuel Up to Play 60.

Since 2013, \$155,000 in FUTP 60 grants has been donated to local schools through MDVA and Giant's partnership, as they encourage students to make healthy and meaningful changes in their communities. To learn more about the Fuel Up to Play 60 program or to join the movement, please visit [www.FuelUpToPlay60.com](http://www.FuelUpToPlay60.com).

\*Per product donation will be made up to \$15,000; nonfat, 1%, 2%, whole, and chocolate Maola products

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**About Giant Food of Landover, Md.**

*Giant Food LLC, headquartered in Landover, Md., operates 167 supermarkets in Virginia, Maryland, Delaware, and the District of Columbia, and employs approximately 20,000 associates. Included within the 167 stores are 158 full-service pharmacies. Giant opened the first supermarket in the nation's capital on February 6, 1936. Giving back to the community is a cornerstone that was instilled by the founders more than 81 years ago. The company's core areas of giving include hunger, education, health and wellness, and supporting service members and military families. In 2016, Giant's monetary and in-kind contributions exceeded \$14.6 million. For more information on Giant, visit [www.giantfood.com](http://www.giantfood.com).*

## **About Maryland & Virginia Milk Producers Cooperative Association**

*Owned and operated by 1,500 dairy farm families from Pennsylvania to Florida, Maryland & Virginia has been providing consumers throughout the Mid-Atlantic and Southeastern U.S. with fresh milk and dairy products since 1920. Maryland & Virginia owns and operates two fluid bottling plants: one in Newport News, Va. and another one in Landover, Md. and two ingredient manufacturing plants, one in Laurel, Md. and Valley Milk in Strasburg, Va. For more information, visit [www.mdvamilk.com](http://www.mdvamilk.com).*

## **About Fuel Up to Play 60**

*A program of the American Dairy Association North East, the local Fuel Up to Play 60® program is an in-school nutrition and physical activity program launched by National Football League (NFL) and National Dairy Council (NDC), which was founded by America's dairy farmers, in collaboration with the U.S. Department of Agriculture (USDA). The program encourages youth to consume nutrient-rich foods (low-fat and fat-free dairy, fruits, vegetables and whole grains) and achieve at least 60 minutes of physical activity every day.*

*Fuel Up to Play 60 is designed to engage and empower youth to take action for their own health by implementing long-term, positive changes for themselves and their schools. Customizable and non-prescriptive program components are grounded in research with youth, including tools and resources, in-school promotional materials, a website and student contests. Fuel Up to Play 60 is further supported by several health and nutrition organizations: Action for Healthy Kids, [American Academy of Family Physicians](http://www.aafp.org), American Academy of Pediatrics, Academy of Nutrition and Dietetics Association/Foundation, National Hispanic Medical Association, National Medical Association and School Nutrition Association. Visit [FuelUptoPlay60.com](http://FuelUptoPlay60.com) to learn more.*

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