

# BROWNS & BENGALS PLAYERS JOIN FORCES FOR KIDS



*Fuel Up to Play 60 campaign promotes healthy habits for kids*

**Suggested Date of Use:** Generic

*The American Dairy Association  
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Produced by: MediaSource <a href="http://www.mediasourcetv.com">www.mediasourcetv.com</a>	To download broadcast-quality video and other multimedia elements: <a href="http://bit.ly/185EwFw">bit.ly/185EwFw</a>
Package Length: 1:23	Content provided by: American Dairy Association

<b>SUGGESTED TEASE</b>	COMING UP, TWO OHIO FOOTBALL RIVALS TEAM UP OFF THE FIELD. WE'LL SHOW YOU WHY, NEXT.
<b>ANCHOR LEAD</b>	THE BROWNS AND BENALS MAY BE RIVALS ON THE FIELD, BUT THEY ARE JOINING FORCES IN AN UNLIKELY PLACE - THE KITCHEN. BROWNS TACKLE JOE THOMAS AND BENGALS DEFENSIVE END MICHAEL JOHNSON TEAM UP IN A NEW CAMPAIGN THAT ENCOURAGES CHILDREN TO EAT HEALTHY AND STAY ACTIVE. CLARK POWELL HAS THE STORY.
	(Nats - Photographer: "Hold it up a little bit.") :02
<b>CG: Courtesy: American Dairy Association</b> Behind the scenes shots of video and photo shoot with Joe Thomas	CLEVELAND BROWNS TOUGH GUY JOE THOMAS TACKLES HEATHY EATING THE SAME WAY HE APPROACHES HIS GAME. :05
<b>Sound up full from video -</b>	"Put all the ingredients in a blender, you CRUSH it all up!" :03
Shots of Joe behind the scenes during commercial filming Shots with kid on set	THE OFFENSIVE TACKE SHOWS HIS SKILLS IN THE KITCHEN IN A NEW VIDEO CAMPAIGN FOR "FUEL UP TO PLAY 60" - A PROGRAM THAT HELPS KIDS MAKE HEALTHY FOOD CHOICES AND SAY ACTIVE. :10
<b>CG: Joe Thomas Browns offensive tackle :18 - :26</b>	"It was fun showing the kids the different snacks that are easy to make at home and are really nutritious, and are going to give kids the fuel that they need." :09
	(Nats - Director: "Big smile and action!") :02
Behind the scenes shots of Johnson making video  (Graphic) <b>The Importance of Breakfast</b> -Kids who eat breakfast: -Better verbal skills -Score 4.6 points higher on IQ tests	BENGALS DEFENSIVE END MICHAEL JOHNSON ALSO STARS IN THE CAMPAIGN, WHICH HIGHLIGHTS HEALTHY BREAKFAST AND AFTER-SCHOOL SNACK OPTIONS. THE EDUCATIONAL PUSH COULDN'T COME AT A BETTER TIME. A RECENT STUDY ON THE IMPORTANCE OF BREAKFAST SHOWS KIDS WHO EAT BREAKFAST ON A REGULAR BASIS, HAVE BETTER VERBAL SKILLS AND SCORE NEARLY 5 POINTS HIGHER ON I-Q TESTS THAN KIDS WHO DON'T EAT BREAKFAST. <sup>1</sup> :22

<b>CG: Michael Johnson Bengals defensive end :50 - :56</b>	“If you start off in elementary school, middle school, high school, eating right is a lot easier to continue that on.” :07
	(Nats - Girl: “You’re really good at sacking the quarterback.”) :02
Shots of kids on set with Johnson and Thomas	SOME LUCKY OHIO STUDENTS WERE CHOSEN TO STAR IN THE VIDEOS, SIDE-BY-SIDE WITH THEIR SPORTS HEROES. :07
<b>Sound up full from video -</b>	Thomas: “Well? What did you think?” :01
<b>CG: Izma Khaliq Solon Middle School 1:06 - 1:08</b>	“It was cool to meet Joe Thomas! It was really fun.” :02
<b>CG: Brandon Barkley Martin Luther King Academy for Boys, Toledo 1:08 - 1:10</b>	“Pretty exciting. He’s a big guy!” :02
Shots of Joe and Brandon with smoothies  Shots of Michael and girl with milk on set	THE CAMPAIGN, WHICH FEATURES RECIPES FOR “BRAINPOWER-BOOSTING SMOOTHIES” AND “THOMAS TORTILLAS,” MAY LEAVE KIDS HUNGRY FOR MORE. AND IN THIS CASE, THAT’S A GOOD THING. THIS IS CLARK POWELL REPORTING. :12
<b>ANCHOR TAG</b>	THE VIDEOS - PRODUCED BY THE AMERICAN DAIRY ASSOCIATION MIDEAST - WILL BE USED BY AREA SCHOOLS PARTICIPATING IN THE FUEL UP TO PLAY 60 PROGRAM AND CAN BEEN SEEN ONLINE AT drinkmilk.com.
 <b>Share it! Suggested tweet:</b>	@Browns & @Bengals team up to tackle healthy habits for kids w/ @FUTP60 videos. @ADAMideast video here: <a href="http://bit.ly/185EwFw">bit.ly/185EwFw</a>
 <b>Suggested post:</b>	Browns tough guy Joe Thomas tackles recipes for healthy breakfast and snack ideas for kids in a new educational campaign. See it here! <a href="http://bit.ly/185EwFw">bit.ly/185EwFw</a>
<b>References -</b>	<p><sup>1</sup><i>Regular breakfast consumption is associated with increased IQ in kindergarten children, <b>Early Human Development, Volume 9, Number 4</b>, April 2013. Online: <a href="http://www.earlyhumandevlopment.com/article/S0378-3782(13)00014-5/abstract">http://www.earlyhumandevlopment.com/article/S0378-3782(13)00014-5/abstract</a></i></p> <p>Additional information: <a href="http://www.nursing.upenn.edu/sia/Pages/Can-Breakfast-Make-Kids-Smarter.aspx#sthash.3UxDAVsc.DAFNHH0v.dpbs">http://www.nursing.upenn.edu/sia/Pages/Can-Breakfast-Make-Kids-Smarter.aspx#sthash.3UxDAVsc.DAFNHH0v.dpbs</a></p>
	<p style="text-align: center;"><b>Extra Bites</b></p>
<b>CG: Joe Thomas Browns offensive tackle</b>	<p><i>Joe talks about the message behind the campaign -</i>          “Well today we’re here doing a commercial and a couple of photo shoots trying to encourage kids to eat the right way. To eat the healthy, nutritious foods that are going to give them the energy to play 60 minutes every day. And also to make it through a school day and be successful to give that energy to their brain and body.” :17</p>

<p><b>CG: Joe Thomas</b> <b>Browns offensive tackle</b></p>	<p><i>Joe talks about crushing milk jugs on the set of the video shoot -</i>          “It’s pretty easy to crush stuff cause that is what we do every day of the week on the offensive line.  <i>(Producer: A milk carton, a body, whatever?)</i>          “Yeah milk cartons are a lot easier to crush than people out on Sundays that’s for sure.” :11</p>
<p><b>CG: Michael Johnson</b> <b>Bengals defensive end</b></p>	<p><i>Michael talks about working with kids on the set -</i>          “My co-star said that she wanted a sack and me being a defensive end when I think sack I think quarterback sack so I’m like okay...you want a sack, I got you. But before we did that we had to make sure she signed the waiver so that everybody was covered in the situation, don’t want anyone getting hurt, or you know...that could be kinda messy” :21</p> <p><i>Michael talks about the importance of good nutrition -</i>          “It’s very important for kids to understand at an early age about eating right and taking care of themselves because those are healthy lifestyle habits that are formed early on, and the earlier on you can form good habits the better they will carry you out through life” :15</p>
<p><b>CG: MiCayla Pitts</b> <b>Corryville Catholic School</b></p>	<p><i>MiCayla talks about meeting Michael Johnson -</i>          “I asked him to give me a sack and he was thinking I said like a tackle sack, but I was really meaning a paper bag sack.” :08</p>
<p><b>CG: Izma Khaliq</b> <b>Solon Middle School</b></p>	<p><i>Izma talks about the importance of good nutrition -</i>          “If kids make healthy eating choices they’re a better person overall. healthier person. They could do better in school and extra-curricular activities.” :06</p>
<p><b>CG: Jenny Hubble</b> <b>American Dairy Assoc.</b> <b>Mideast</b></p>	<p><i>Jenny talks about why the ADA works with the NFL -</i>          “Working with the NFL really brings star power to our message and really inspires and motivates kids to make those healthy choices and be active” :08</p>
	<p><u>Extra B-Roll Includes:</u>          Behind the scenes footage of NFL players with student co-stars, shooting videos and photos, making healthy snacks</p>
<p><b>Producers &amp; Reporters:</b></p>	<p><b>To download scripts, video and photos go to:</b>  <a href="http://www.multimedianewsroom.tv">http://www.multimedianewsroom.tv</a></p>

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