



## MILK MUSTACHE GOT MILK? CAMPAIGN REFUEL GRANTS PROGRAM Fact Sheet

### Refuel Grant Program

From speed skater Apolo Ohno to top sports nutritionist Ruth Carey, the elite athletes, coaches and trainers of Team Refuel know refueling with lowfat chocolate milk is a delicious and effective way to refuel your body after a hard workout. Now, the National Milk Mustache got milk?<sup>®</sup> Campaign is looking for outstanding athletes to join the team.

Athletes who give it their all and then refuel with chocolate milk to help rehydrate, replenish and rebuild their bodies can apply to join Team Refuel for a shot at one of 100 Refuel Grants to help support their athletic goals – whatever they may be.

Starting March 31, the campaign will award 5 Individual Athlete Refuel Grants of \$250 and 5 Athletic Group Refuel Grants of \$500 each month to athletes that rally the most votes for their application.

### Application Process

Athletes can go to [www.RefuelWithChocolateMilk.com](http://www.RefuelWithChocolateMilk.com) to complete an application that includes submitting a photo and 150-word-or-less essay sharing why they want to join Team Refuel, how lowfat chocolate milk helps them refuel, and how they'll use the grant money.

### Rallying Votes

Applicants rally friends and family to vote for their application over a one-month voting period. Each month, the top five individuals who receive the most votes will each receive a \$250 Individual Athlete Refuel Grant, and the five athletic groups with the most votes will each receive a \$500 Athletic Group Refuel Grant.

### Key Dates

**Apply:** From the 1<sup>st</sup> to the 15<sup>th</sup> of each month, or until 250 applications are submitted that month, whichever comes first.  
**Vote:** The voting period begins on the 15<sup>th</sup> of the month and ends on the 15<sup>th</sup> of the following month. Applicants and supporters can vote once a day.  
**Grants Awarded:** At the end of the voting period, applicants with the most votes will be contacted to receive their grant.

### Refuel with Chocolate Milk

Lowfat chocolate milk has been scientifically shown to help athletes recover after a hard workout. It's a simple and effective post-exercise recovery choice, with:

- **high-quality protein** to build and repair muscles;
- the **right mix of protein and carbs** to refuel exhausted muscles; and
- **fluids and electrolytes** to rehydrate and help replenish what's lost in sweat.

For more information on the science behind chocolate milk's recovery benefits and the Refuel Grant Official Application Guidelines, visit [www.RefuelWithChocolateMilk.com](http://www.RefuelWithChocolateMilk.com)

# # #



REFUEL  
with chocolate  
MILK



Team Refuel members Apolo Ohno, Shawn Johnson and Chris Bosh

# Score a Refuel Grant!

Compete to receive one of **100** Refuel Grants

The elite athletes, coaches and trainers of Team Refuel know lowfat chocolate milk is nature's recovery drink - a delicious and effective way to refuel your body after a hard workout.

Now, the Milk Mustache got milk?® Campaign is looking to expand the Team.

Do you give it your all and then reach for chocolate milk?

Then, tell us why **YOU** should be on Team Refuel for a chance to receive a **\$250** Individual Athlete Refuel Grant or **\$500** Athletic Group Refuel Grant

You can use it to buy training equipment, travel to a great race or cover entry fees for your team.



We're awarding **10** grants each month to the individuals and groups who rally the most friends and family to vote for them.

Visit

[RefuelWithChocolateMilk.com](http://RefuelWithChocolateMilk.com)

to apply and read the Official Application Guidelines.

Chocolate Milk is a "natural" for post-workout recovery with:

- **High-quality protein** to help repair and build muscle.
- The **right mix of protein and carbs** to refuel exhausted muscles.
- **Fluids and electrolytes** to rehydrate and replenish what's lost in sweat.

