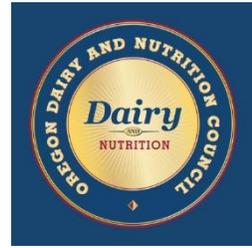


# NEWS RELEASE



***For Immediate Release – October 27, 2016***

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## **Erin Hirte Brings Experience, Expertise to School Programs**

As a Registered Dietitian Nutritionist with experience in school foodservice management and child nutrition programs, Erin Hirte is hitting the ground running as the new Manager of School Programs for the Oregon Dairy and Nutrition Council. The position reflects the Oregon dairy industry's long-standing commitment to investing in child health and wellness.

Hirte started with the Council in September, filling the position formerly held by Crista Hawkins, who was promoted to Director of School Programs in June. "We were looking for a person with the right skillset, experience and vision to really take our programs to the next level, and we found that in Erin," said Hawkins. "Having worked with her in her previous role with Portland Public Schools, we knew she'd be a great addition to our team and an asset for Oregon students and schools."

The Manager of School Programs position is responsible for the planning, implementation and evaluation of Oregon's Fuel Up to Play 60 program. Fuel Up to Play 60 is an in-school nutrition and physical activity program created by the National Dairy Council and the NFL, in collaboration with the U.S. Department of Agriculture.

In Oregon, that program is now well received by more than 700 schools and school districts throughout the state – at no cost to the schools. In fact, many schools also receive grant funding from the program to advance school wellness initiatives.

"I am thrilled to be working in a position where my efforts will help improve health and wellness for children in Oregon schools," said Hirte. "We have the chance to put students in a better position to succeed both in and out of the classroom, and that cause is certainly one I champion."

In addition to managing the Fuel Up to Play 60 program, the schools team is also responsible for school and district grants, School Wellness Awards, culinary trainings, school breakfast promotion and other school nutrition programs.

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