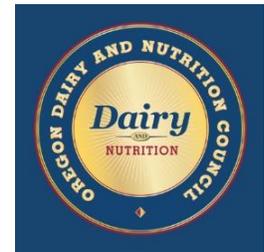


MEDIA ADVISORY



For Immediate Release – May 25, 2016

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Literacy Night at Houck Middle School Features Former NFL Player

As a defensive back in the National Football League, Anthony Newman’s job was to keep people from reaching their goals, but tomorrow night he’ll be doing just the opposite. At Houck Middle School in Salem, Newman will talk with students about the importance of perseverance, accountability, courtesy and kinship tomorrow during a special Literacy Night presentation.

What: Literacy Night, featuring a special Fuel Up to Play 60 presentation/student awards

When: Thursday, May 26, 6 to 8 p.m.

Where: Houck Middle School, 1155 Connecticut SE, Salem, OR, 97317

Who: Former NFL player and television sports commentator Anthony Newman, Principal Mark Thompson, students, members of the faculty and school board, representatives from the Oregon Dairy and Nutrition Council, and other invited guests

Why: 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. Inspired and led by youth, it empowers students to eat healthy, be active and make positive changes in their schools and communities.

Newman will be available for photos and autographs at 6:45 p.m. on the front lawn of the school. When introduced at approximately 7:15 p.m., he will underscore the importance of literacy, healthy eating and exercise. He will answer questions and hand out awards and prizes after his presentation. During this time, outstanding students involved with the Fuel Up to Play 60 program will also receive special recognition. At the end of the event, students will sign a pledge banner.

The event is free and open to the public, and media is invited and encouraged to photograph/record all presentations and activities.

Questions or requests for special accommodations can be directed to Crista Hawkins, Manager of School Programs, Oregon Dairy and Nutrition Council, 971-409-0001 or chawkins@odncouncil.org.

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About Houck Middle School

Located in Salem, Houck is a traditional middle school serving students in grades 6 through 8. The school's mission is that all students will graduate, prepared for a successful life. Average enrollment is 960 students, and the school mascot is the Huskies. School administration is led by Mark Thompson, Principal, and Suzanne Leonard, Assistant Principal.

About Anthony Newman

Anthony Newman (born November 21, 1965 in Bellingham, Washington) is a retired American football defensive back for the NFL. Newman played for the Los Angeles Rams from 1988–1994, New Orleans Saints from 1995–1997, and the Oakland Raiders from 1998-1999. During his NFL career, he had the following stats: 21 interceptions, 256 interception yards and 3 touchdowns. Out of high school he had the opportunity to play Major League Baseball, but chose instead to attend the University of Oregon. He now works with the Oregon Sports Network as a commentator for televised University of Oregon football games, and also helps coach the Central Catholic High School football team.

About the Oregon Dairy and Nutrition Council

The Oregon Dairy and Nutrition Council is funded and directed by the Oregon dairy industry, with governance by a ten-member Board of Commissioners and oversight by the Oregon Department of Agriculture. Oregon is home to 240 dairy farm families and 22 dairy processors who provide more than \$1 billion in economic impacts annually, along with delicious, award-winning cheeses, ice creams, yogurts, fluid milk and other high quality dairy products.