



SPORTS EXPERTS PUT OUT A CALL FOR PROPER NUTRITION TO HELP PREVENT INJURIES
Shamrock Farms Rockin' Refuel™ Launches National Education Campaign with
Star Running Back Peyton Hillis and Professional Sports Nutritionist Lisa Dorfman

PHOENIX, AZ, Oct. 4 2011 – Football season is here and more than three million American kids ages 6-16 are hitting the grid iron, not to mention the thousands of collegiate and pro players taking the field. All eyes are on athletes as concerns about head injuries, proper padding and hydration are heating up. While equipment is essential, sports experts caution that what you put in your body is as important as the right gear you put on your body, which is why Cleveland's star running back, Peyton Hillis, and professional sports nutritionist, Lisa Dorfman, have teamed up with Shamrock Farms Rockin' Refuel to get the word out to parents, coaches and athletes of all ages.

"Injury prevention is not only a goal; it's critical to my job," said Hillis, who had a breakout 2010 season rushing for more than 1,100 yards and scoring 13 touchdowns. "To be a power running back, I need to make sure my muscles remain as healthy and strong as possible which is why I keep a close eye on my diet and protein intake."

In fact, 80 percent of a player's performance comes from nutrition, according to Lisa Dorfman, MS, RD, CSSD, LMHC Board Certified Sports Nutritionist with the University of Miami and author of "Performance Nutrition for Football."

"Many parents, coaches and athletes are focused on what they need to be eating before a game," said Dorfman. "I encourage everyone to pay as much attention to your post-game routine, where muscle recovery and protein are key."

Here are the top tips for optimal nutrition to promote performance and help prevent injuries:

Game-Time Nutrition: Pre and Post Game

It's Not All about Carbs: Everyone has heard of a carbo-load dinner before a big game. But contrary to popular belief, a pregame meal packed with carbohydrates can actually leave you feeling tired and sluggish on the field. The key is to serve a meal low in fiber and fat, like grilled chicken or lowfat yogurt with fruit, three to four hours before kickoff. It will sustain energy throughout all four quarters and not weigh you down.

Remember the Three R's to Recovery – Replenish, Repair, Rebuild: Once you've completed a workout, you should be thinking about recovery. It's important to refuel within 30 minutes to one hour of working out with foods that are high in protein to help rebuild muscles, and prepare for the next game. Drink Rockin' Refuel, it's chocolate milk fortified with 20 grams of protein, offers the nine essential nutrients only 100 percent real milk can provide, and has a 2:1 carb to protein ratio proven for optimal muscle recovery.

Keep it Simple at Game Time: Game time nutrition is all about simple mini meals that will fuel you for all four quarters. It's easier to stick to a sports performance diet if you enjoy the foods you are eating. Complex Carbohydrates: whole grain Pasta, brown rice and potatoes, whole grain breads, cereals, breakfast bars, bagels, tortillas; beans, peas, squash and corn; veggies & fruits like pears, apples and citrus are good sources of complex carbohydrates while grilled chicken, turkey, canned tuna or salmon, eggs and low fat dairy provide the protein needed to build a stronger body.

Whole Foods Offer Wholesome Nutrition: A rule of thumb for any athlete is to know what you're eating and drinking. Whole foods are always better than supplements, so make sure you read the ingredients on anything you're consuming. Watch out for hidden ingredients in powders, shakes and drinks. Rockin' Refuel is 100 percent real milk and is a healthier and more natural source of protein to refuel your body.

Prep Like a Pro: Get Your Own Personal Training Session

Dorfman and Hillis are bringing their expertise online, with exercise and stretching tips as well as nutrition information to help keep athletes healthy year-long. Log onto RockinRefuel.com or "Like" us on Facebook at www.Facebook.com/RockinRefuel for the latest tips and advice on how to eat and train properly to help stay off the injury list.

Rockin' Refuel's Deep Bench of Vitamins and Minerals

Like any well-rounded team, Rockin' Refuel has a deep bench as far as nutrients are concerned. Packed with 20 grams of high-quality protein, Rockin' Refuel is fast becoming the sports drink of choice among coaches, players and trainers. In addition to the great taste and nutritional benefits of being 100 percent real milk, Rockin' Refuel has a 2:1 carb to protein ratio, ideal for maximum muscle recovery after a tough workout.

Available in chocolate, strawberry and vanilla, the 12 oz. on-the-go bottles retail for the suggested price of \$1.59 and are available in major retail and convenience store locations. The brand recently launched a great-tasting 11-oz., shelf-stable variety which can be ordered online.

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About Shamrock Farms: Shamrock Farms, one of the largest family-owned dairies in the country, manufactures the brands Rockin' Refuel, protein-fortified flavored milk and Shamrock Farms Mmmilk, which can be found in all 22,000 SUBWAY® Restaurants nationwide. Headquartered in Phoenix, Shamrock Farms has its own farm hosting a herd of more than 10,000 cows, and was founded in 1922 in Tucson, Arizona. For more information, visit www.shamrockfarms.net and www.rockinrefuel.com.