

LOCAL

PepsiCo awards \$12,500 to Cleveland County YMCAs in support of healthy living

PepsiCo, one of the world's largest food and beverage companies, and its Smart Spot program, a health and wellness initiative, has awarded the Cleveland County Family YMCA five grants for \$2,500 each totaling \$12,500 in support of health and wellness programs related to Activate America®, a long-term initiative designed to strengthen and promote the YMCA's abilities to help more Americans live healthier lives.

Specifically, the grant money will be used at the Dover Foundation YMCA, Gardner-Webb Student YMCA, Kings Mountain Family YMCA, River Bend YMCA Golf Course and

Ruby C. Hunt YMCA to build strong kids, strong families and strong communities.

These grants are five of the 400 that PepsiCo is allocating to YMCAs around the country, for a total gift of \$1 million for 2008.

"PepsiCo and the YMCA have a shared commitment to find better ways to help Americans lead healthier lifestyles," said Mica Wilson, Healthier Lifestyles Marketing, PepsiCo. "Working together, we have tremendous potential to encourage individuals and families across the country to become more physically active and make better nutritional choices."

Activate America is the YMCA's response to our nation's growing health crisis. The YMCA is redefining itself and engaging communities across the country to better support Americans of all ages who are struggling to achieve and maintain well-being of spirit, mind and body.

Activate America is making healthy living a reality for millions of Americans by:

- helping YMCAs better support individuals who continuously try but are unable to sustain a commitment to healthy living;
- helping YMCAs to reduce community barriers and increase community

supports for healthy living; and

■ helping YMCAs collaborate across public, private and not-for-profit sectors to make an impact on the nation's health crisis.

PepsiCo's commitment to offering consumers healthier products is reflected in the implementation of its Smart Spot symbol - the first-of-its-kind designation that makes it easier for consumers to identify PepsiCo products that contribute healthier lifestyles. Products that feature the Smart Spot symbol meet established nutrition criteria based on authoritative statements from the Food and Drug Administration and the National Academy

of Sciences or have other functional benefits.

"We are very grateful for PepsiCo's support of our health and wellness initiatives," said David Ozmore, VP of Operations. "Through our long-term alliance, we are working together to reverse our country's obesity epidemic and the dangerous course of physical inactivity and poor nutrition that threatens the long term-health of our country."

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