



FOR IMMEDIATE RELEASE

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NINE BRANCHES OF THE YMCA OF GREATER CINCINNATI COLLECTIVELY RECEIVE \$22,500 FROM PEPSICO TO HELP MORE PEOPLE ACHIEVE HEALTHIER LIFESTYLES

--Funding to support initiatives related to Activate America®--

PepsiCo, one of the world's largest food and beverage companies, and its Smart Spot program, a health and wellness initiative, has awarded \$22,500 in grants to nine branches of the YMCA of Greater Cincinnati 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. Branches that have each received \$2,500 include the Blue Ash YMCA, the Clippard YMCA, the Gamble-Nippert YMCA, the Community Services YMCA, the Richard E. Lindner YMCA, the Melrose YMCA, the Carl H. Lindner YMCA, the R.C. Durr YMCA, and the Campbell County YMCA.

The grants are among 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.

With more than 83,000 members across the Tri-State, the YMCA of Greater Cincinnati has grown to operate 111 program child care, CincyAfterSchool, and 21st Century Community Learning sites in addition to its 17 branches and summer camp locations. The Association is the largest non-governmental, non-profit community services organization in this area that is committed to helping everyone reach their God-given potential in spirit, mind, and body – regardless of their ability to pay. Each year tens of thousands of people from children to seniors are able to participate in YMCA programs and services because of financial assistance, including health and wellness, active older adult programs, youth and teen camp, swimming and water safety lessons, teen achievers, college readiness, and job preparedness. In 2007, nearly 10,000 kids participated with YMCA scholarships. The annual Strong Kids Campaign helps make that possible.

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ABOUT YMCA ACTIVATE AMERICA®: YMCA Activate America builds upon the YMCA's 155-year track record of pioneering efforts that respond to timely societal needs – in this case, America's health crisis. Launched in 2004, YMCA Activate America is an ambitious public health initiative that is making healthy living a reality for millions of Americans by directly helping individuals and families live healthier lives, and helping YMCAs lead their communities and the nation to reduce barriers and increase supports for healthy living. Expert advisors to the YMCA on this initiative include: Harvard University School of Public Health, Stanford University School of Medicine, The Centers for Disease Control and Prevention, Steps to a Healthier U.S., Robert Wood Johnson Foundation's Active Living by Design, the Chronic Disease Directors, and others. Visit ymca.net/activateamerica.

ABOUT PEPSICO AND THE SMART SPOT™ PROGRAM: PepsiCo, one of the world's largest food and beverage companies, is committed to providing industry leadership in the health and wellness arena. PepsiCo launched the Smart Spot symbol, the first-of-its-kind designation that makes it easier for consumers to identify PepsiCo products that can contribute to healthier lifestyles. Products that feature the Smart Spot symbol meet established nutrition criteria based on authoritative statements from the U.S. Food and Drug Administration and the National Academy of Sciences or have other functional benefits. The Smart Spot logo appears on more than 300 products across all of PepsiCo's brands including Tropicana®, Aquafina®, Gatorade®, Baked! Lay's®, Quaker Oats® and Diet Pepsi® among others. Visit www.smartspot.com.