



MINNESOTA  BEVERAGE
ASSOCIATION

Representing the bottlers & distributors of non-alcoholic beverages

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Bemidji, MN - The Minnesota Beverage Association and the American Beverage Association today announced the award of a grant to the City of Bemidji Parks & Recreation Department MAP Time Program.

“Minnesota’s beverage industry is particularly pleased with the focus of the program - to provide opportunities for area children to stay physically active during the winter months when it is too cold for them to safely play outside,” said Tim Wilkin, President of the Minnesota Beverage Association.

This grant was included in a national matching program by the American Beverage Association to promote “better way” solutions. The grant program is a combination of funds from the Minnesota Beverage Association and matching funds from the American Beverage Association. The theme of this grant program is “doing our part to promote health.” “We specifically searched for programs that are working to keep kids active and as such are working to reduce and prevent childhood obesity,” said Wilkin.

“Our support of programs such as MAP Time program in Bemidji further builds upon our commitment to the health and wellness of our nation’s children, and our industry is proud to be part of this initiative,” said Susan Neely, president and CEO of the American Beverage Association.

The grant is provided to MAP Time through a matching grant program funded by the Minnesota Beverage Association and the American Beverage Association. The program is part of the non-alcoholic beverage industry’s ongoing commitment to support real solutions to promote health and wellness as part of a comprehensive effort to reduce childhood obesity in our nation.

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The Minnesota Beverage Association is the trade association representing the bottlers and distributors of non-alcoholic beverages in Minnesota.

The American Beverage Association is the trade association representing the broad spectrum of companies that manufacture and distribute non-alcoholic beverages in the United States. For more information on ABA, please visit the association's Web site at www.ameribev.org or call the ABA communications team at (202) 463-6770.

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