



MINNESOTA  BEVERAGE
ASSOCIATION

Representing the bottlers & distributors of non-alcoholic beverages

NEWS RELEASE

FOR IMMEDIATE RELEASE

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ST. PAUL, MN. —The Minnesota Beverage Association and the American Beverage Association today announced the award of a grant to SPROCKETS, a new program which is a collaborative effort between the City of Saint Paul and the Saint Paul Public Schools. Members and staff of non-profit youth-serving organizations, the Saint Paul Public Library, Saint Paul Parks and Recreation, and the Saint Paul Public Schools contribute their expertise and staff time to the program.

"Minnesota's beverage industry is pleased to support this innovative program to help lower barriers to at-risk youth," said Tim Wilkin, president of the Minnesota Beverage Association. "Ensuring that children and teens are engaged in both physical and academic activities outside of school helps not only those children, but their families and our communities as well."

"Our children spend 80 percent of their time outside of the classroom. Ensuring that they have quality programs to attend and places to go during this time is absolutely essential," Saint Paul Mayor Chris Coleman said. "This grant from the Minnesota Beverage Association and the American Beverage Association will go a long way to support that effort, and we are thrilled to have them as partners for this important program."

SPROCKETS is designed to engage children and teens in out-of-school opportunities after school and during the summer. Offering a seamless learning day all year long with activities such as dance classes, art and reading activities and youth sports, helps them learn, grow and excel. In fact, research shows that much of the achievement gap between low-income and middle/high income students can be attributed to differences in summer learning gains.

"Our support of programs such as SPROCKETS in Saint Paul 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 SPROCKETS 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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