



MINNESOTA BEVERAGE
ASSOCIATION

Representing the bottlers & distributors of non-alcoholic beverages

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Contact: Tim Wilkin
651-291-2722

Minneapolis, MN - The Minnesota Beverage Association and the American Beverage Association today announced the award of a grant to the Youth Are Here Bus program which is a partnership between the Minneapolis Park & Recreation Board and the Minneapolis Youth Coordinating Board.

"Minnesota's beverage industry is pleased to support this innovative program to help to at-risk youth to overcome barriers to their participation in physical activities," said Tim Wilkin, President of the Minnesota Beverage Association. "Many of these kids would not have the opportunity to participate in physical activities because they live in unsafe areas. This program meets our goal of helping kids be active and thereby reduce and prevent childhood obesity," Wilkin continued.

"The Minneapolis Park and Recreation Board appreciates the generous support we've received from the Minnesota Beverage Association, American Beverage Association and Youth Coordinating Board for operating the Youth Are Here Bus," said Jon Olson, Minneapolis Parks Commissioner representing North Minneapolis. "Their contributions enable our youth safe transportation to multiple program sites in North Minneapolis neighborhoods. The Youth Are Here Bus provides vital connections to the popular, healthy, active and creative programming we provide for kids of all ages."

The bus program is designed to provide safe transportation so that youth in economically challenged neighborhoods can get to activities such as sports, leadership activities, and other positive skill-building activities at parks, schools, and agencies.

"Our support of programs such as the Youth Are Here Bus in Minneapolis 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 the Youth Are Here Bus program 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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Phone: 651-291-2722 • Cell: 612-554-7273 • Fax: 888-542-2932
Email: tim@mnbev.com • Website: www.mnbev.com
Twitter: [@mnbev](https://twitter.com/mnbev) Facebook: [mnbev](https://www.facebook.com/mnbev)
P.O. Box 21293 • St. Paul, Minnesota 55121



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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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