



## FOR IMMEDIATE RELEASE

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**CONTACT:** Karen Weitzel Smoke Rise Elementary Foundation 678-325-3781- [info@gosmokerise.org](mailto:info@gosmokerise.org)  
Ally Gellert, Ketchum on behalf of Dr Pepper Snapple Group, 646-935-3924, [ally.gellert@ketchum.com](mailto:ally.gellert@ketchum.com)  
Mike Vietti, KaBOOM!, 785-320-2137, [mvietti@kaboom.org](mailto:mvietti@kaboom.org)

## Smoke Rise Elementary Foundation AWARDED \$15,000 LET'S PLAY GRANT FROM DR PEPPER SNAPPLE GROUP AND NATIONAL NON-PROFIT KaBOOM!

**Smoke Rise, July, 7th, 2011** – Dr Pepper Snapple Group and national non-profit KaBOOM! awarded Smoke Rise Elementary Foundation a \$15,000 Let's Play Playground Construction grant as announced.

The grants are part of the first Let's Play initiative introduced in November of last year – a \$15 million, three-year commitment from Dr Pepper Snapple Group to KaBOOM!, the national non-profit saving play by ensuring there is a great place to play within walking distance of every child. Together through Let's Play, Dr Pepper Snapple Group and KaBOOM! will build or fix up 2,000 playgrounds by the end of 2013, benefiting an estimated five million children across North America.

Smoke Rise Elementary Foundation (SREF) is so thankful for the help this grant brings in meeting our goal of providing a safe, fun, and useful replacement playground at Smoke Rise Charter School.

SREF submitted a grant application to Dr Pepper Snapple Group and KaBOOM! in May and was one of 35 organizations to receive a grant from a pool of hundreds of applicants.

Consumers are encouraged to visit Let's Play on Facebook at [www.facebook.com/letsplay](http://www.facebook.com/letsplay) to join the conversation and learn how to apply for grants.

### **About Smoke Rise elementary Foundation**

The mission of Smoke Rise Elementary Foundation (SREF) is to continually improve the educational experience at Smoke Rise Charter School by creating sustainable business and community partnerships that provide financial and other resources. Visit our website at [gosmokerise.org](http://gosmokerise.org) or visit us on Facebook at [Smoke-Rise-elementary-Foundation](http://Smoke-Rise-elementary-Foundation)

### **About Dr Pepper Snapple Group**

Dr Pepper Snapple Group (NYSE: DPS) is the leading producer of flavored beverages in North America and the Caribbean. Our success is fueled by more than 50 brands that are synonymous with refreshment, fun and flavor. We have 6 of the top 10 non-cola soft drinks, and 9 of our 12 leading brands are No. 1 in their flavor categories. In addition to our flagship Dr Pepper and Snapple brands, our portfolio includes Sunkist soda, 7UP, A&W, Canada Dry, Crush, Mott's, Squirt, Hawaiian Punch, Penafiel, Clamato, Schweppes, Venom Energy, Rose's and Mr & Mrs T mixers. To learn more about our iconic brands and Plano, Texas-based company, please visit [www.drpeppersnapple.com](http://www.drpeppersnapple.com).

### **About Let's Play**

Let's Play is a community partnership led by Dr Pepper Snapple Group (NYSE: DPS) to get kids and families active nationwide. The first Let's Play initiative is a \$15 million, three-year commitment to KaBOOM!, the national non-profit that's saving play. Together, through Let's Play, DPS

and KaBOOM! will build or fix up 2,000 playgrounds by the end of 2013, benefiting an estimated five million children across North America. For more information, visit Let's Play on Facebook at [www.facebook.com/letsplay](http://www.facebook.com/letsplay) or online at [www.LetsPlay.com](http://www.LetsPlay.com).

**About KaBOOM!**

KaBOOM! is the national non-profit dedicated to saving play. Children today spend less time playing outdoors than any previous generation, a fact that is having disastrous consequences on their health, achievement levels, and overall well-being. To fight this Play Deficit, social entrepreneur Darell Hammond founded non-profit KaBOOM! 15 years ago in Washington, D.C. with a vision of creating a great place to play within walking distance of every child in America. Since then, KaBOOM! has mapped over 85,000 places to play, built more than 2,000 playgrounds, and successfully advocated for play policies in hundreds of cities across the country. KaBOOM! also provides communities with online tools to self-organize and take action to support play on both a local and national level. Hammond chronicles the founding of the organization and the importance of the cause of play in his *The New York Times* Best Seller [\*KaBOOM!: How One Man Built a Movement to Save Play\*](#). The book details how businesses and communities can work together to save play for children across the country. All author proceeds support KaBOOM!. Headquartered in Washington, D.C., KaBOOM! also has offices in Chicago and San Mateo, Calif. For more information, visit [www.kaboom.org](http://www.kaboom.org).

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