



**YMCA of South Hampton Roads**

We build strong kids, strong families, strong communities.

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**FOR IMMEDIATE RELEASE**

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## **PepsiCo Awards \$2,500 Grant to the Albemarle Family YMCA to Help More Local Families Achieve Healthier Lifestyles**

*Funding to support initiatives related to Activate America®*

**Elizabeth City** – PepsiCo, one of the world’s largest food and beverage companies, and its Smart Spot program, a health and wellness initiative, has awarded the Albemarle Family YMCA a grant for \$2,500 in support of YMCA Health & 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. This grant is one of 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.

“We are very grateful for PepsiCo’s support of our health and wellness initiatives,” said Dean Mattix, Executive Director of the Albemarle Family YMCA. “Through our long-term alliance, we are working together to reverse our country’s obesity epidemic and the dangerous course of physical inactivity and poor nutrition that threatens the long term-health of our country.”

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“Our company has supported the Albemarle Family YMCA from the beginning since it provides programs that encourage kids and families to get excited about physical activity,” said Phil Johnson, Regional Sales Manager, Pepsi Bottling Ventures of Elizabeth City. “The YMCA is critical to the area’s health and wellness but just as important are its programs that instill values in children and help them become responsible adults.”

For more information about the YMCA’s *Activate America* initiative and to find a YMCA location near you, call 962-5555 or visit [www.ymcashr.org](http://www.ymcashr.org).

*The YMCA of South Hampton Roads is a nonprofit, community-based health and human services organization that serves over 160,000 children and families each year. More than 14% of those families receive financial assistance through the Open Doors program, helping them achieve their full potential in spirit, mind and body. The YMCA’s doors are open to people of all ages, backgrounds, abilities and incomes.*

**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](http://ymca.net/activateamerica).*

*The nation’s 2,663 YMCAs serve nearly 20.2 million people each year, including 9.4 million children under the age of 18. Through a variety of programs and services focused on the holistic development of children and youth, health and well-being for all and family strengthening, YMCAs unite men, women and children of all ages, faiths, backgrounds, abilities and income levels. From urban areas to small towns, YMCAs have proudly served America’s communities for nearly 160 years by building healthy spirit, mind and body for all. Visit [www.ymca.net](http://www.ymca.net) to find your local YMCA.*

**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](http://www.smartspot.com).*

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