



**FOR IMMEDIATE RELEASE**  
**September, 2013**

**CONTACT:**

Ashley Stoney, Ketchum on behalf of Dr Pepper Snapple Group, 202-835-9454, [ashley.stoney@ketchum.com](mailto:ashley.stoney@ketchum.com)  
Mike Vietti, KaBOOM!, 785-320-2137, [mvietti@kaboom.org](mailto:mvietti@kaboom.org)

**THE CITY OF AMORY HAS BEEN AWARDED \$20,000 LET'S PLAY GRANT  
FROM DR PEPPER SNAPPLE GROUP AND NATIONAL NON-PROFIT  
KaBOOM! AFTER BEING NAMED PLAYFUL CITY USA COMMUNITY**

**AMORY, MS** – Dr Pepper Snapple Group (DPS) and national non-profit KaBOOM! awarded AMORY, MS a \$20,000 Let's Play City Construction Grant as announced today. Amory received the grant because it was selected as a 2013 Playful City USA community by KaBOOM! on May 7 and will use the grant to build a new playground with community involvement.

The grant is part of Let's Play, a community partnership led by Dr Pepper Snapple Group to get kids and families active nationwide. In 2011, as part of Let's Play, Dr Pepper Snapple Group made a \$15 million, three-year commitment 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.

Amory applied for 2013 Playful City USA recognition and also submitted a Let's Play grant application to Dr Pepper Snapple Group and KaBOOM!. Amory was selected to receive a Let's Play City Construction Grant among the 217 communities that earned Playful City USA status in 2013. Playful City USA is a national program advocating for local policies that increase play opportunities for children. KaBOOM! created Playful City USA in 2007 to help local governments address the play deficit among children and it is through mayors, city council members, parks and recreation departments, school districts and community leaders that the program succeeds in benefitting children.

The playground will be created on a city owned piece of land in conjunction with a project sponsored by Monroe County Supervisor Robert Tomey. The playground will be identical to the one located at the Gilmore Sportsplex aka The Pea Patch. The area is located on the opposite side of Lt. Col. Herbert Carter Drive from West Amory Elementary School.

Unstructured, child-directed play has been proven to help kids develop physically, socially and cognitively, yet today's kids have less time and fewer opportunities to play than any previous generation. Via Let's Play grants and projects through 2012, Dr Pepper Snapple Group and KaBOOM! built or improved 1,154 playgrounds, benefiting

an estimated 2.8 million children during the lifetime of the playgrounds. People are encouraged to visit Let's Play at [www.LetsPlay.com](http://www.LetsPlay.com) to join the conversation and learn how to apply for the various available grants to make their communities more active and playful.

#### **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 [LetsPlay.com](http://LetsPlay.com) or [Facebook.com/LetsPlay](https://Facebook.com/LetsPlay).

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

Dr Pepper Snapple Group (NYSE: DPS) is a 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 13 of our 14 leading brands are No. 1 or No. 2 in their flavor categories. In addition to our flagship Dr Pepper and Snapple brands, our portfolio includes 7UP, A&W, Canada Dry, Clamato, Crush, Hawaiian Punch, Mott's, Mr & Mrs T mixers, Peñafiel, Rose's, Schweppes, Squirt and Sunkist soda. To learn more about our iconic brands and Plano, Texas-based company, please visit [DrPepperSnapple.com](http://DrPepperSnapple.com). For our latest news and updates, follow us at [Facebook.com/DrPepperSnapple](https://Facebook.com/DrPepperSnapple) or [Twitter.com/DrPepperSnapple](https://Twitter.com/DrPepperSnapple).

#### **About KaBOOM!**

KaBOOM! is the national non-profit dedicated to giving kids the childhood they deserve by bringing play to those who need it most. 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. Social entrepreneur Darell Hammond founded non-profit KaBOOM! in 1996 in Washington, D.C. with a vision of creating a great place to play within walking distance of every child in America because children need to play actively every day at home, in school and in their communities. Since then, KaBOOM! has mapped over 90,000 places to play, built more than 2,300 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!: A Movement to Save Play\*](#), now out in paperback. 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 an office in San Mateo, Calif. For more information, visit [www.kaboom.org](http://www.kaboom.org).

###