



FOR IMMEDIATE RELEASE

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The Sky's the Limit as San Bernardino Kids Imagine Bright Futures with More Play
Children Design the New Playground Coming to San Bernardino in October
Thursday, August 28, 4:00 p.m. – 7:00 p.m.

Photo/Interview Opportunities Available

WHAT: Children from San Bernardino will put crayons to paper and draw their dream playground, which will ultimately become a reality with help of the City of San Bernardino (@sbcitygov), The Home of Neighborly Service, Dr Pepper Snapple Group (@drpeppersnapple) and organizers from national non-profit KaBOOM! (@kaboom). Elements from their drawings will be incorporated into the design of the playground that will be built on Wednesday, October 15 at 1299 W. Union Street in San Bernardino. Design Day is also the first meeting for the playground committee that will determine how best to create and catalyze the new playspace so that the kids can get the balanced and active play they need to thrive.

WHEN: **Thursday, August 28**
4:00 to 5:00 p.m. Children designing their dream playground
5:00 to 7:00 p.m. Volunteers participating in planning meeting

WHERE: **The Home of Neighborly Service**
839 North Mt. Vernon Ave.
San Bernardino, CA 92411

WHY: A playground is more than a playground. It's a brain-expander, friend-maker, and muscle-builder. Play is central to a child's ability to grow into a productive adult. It can transform children from sedentary, bored and solitary to physically, mentally and socially active. Since 1996, KaBOOM! has been dedicated to the bold goal of ensuring that all children get the balanced and active play they need to become healthy and successful adults because we believe #playmatters.

Currently, many of the children in the surrounding neighborhoods do not have a fun, safe and accessible place to play. A new playground will effectively address these needs, providing the youth and families with a communal area to grow, play and thrive together. In building this playground, we can help create a neighborhood gathering place that promotes healthy play and well-being for kids and families to enjoy for years to come.

Dr Pepper Snapple Group supports KaBOOM! in promoting and protecting a child's right to active play at home, at school and in the community. The project is part of Let's Play (@LetsPlay), a community partnership led by Dr Pepper Snapple Group to get kids and families active nationwide. Via Let's Play grants and projects, Dr Pepper Snapple Group and KaBOOM! has built or improved more than 2,000 playgrounds since 2011, benefitting an estimated 5 million children during the lifetimes of the playgrounds. Dr Pepper Snapple Group is also a member of the leadership circle in the KaBOOM! National Partner Program. Through this partnership, more children will have the joyful childhood they deserve.

VISUALS: Children drawing their dream playgrounds
Before shots of the site

City of San Bernardino
The City of San Bernardino Parks, Recreation & Community Services Department is dedicating to creating community through people, parks and programs. We offer a diverse variety of services, to appeal to a wide audience - from tutoring, crafts, zumba, martial arts, tap dance, piano, step, civic engagement, nutrition classes, walking clubs, tennis, basketball, baseball, soccer and aquatics. We also have services for individuals with disabilities, seniors and youth.

The Home of Neighborly Service

Operating since 1922, the mission of the Home of Neighborly Service is: to provide a variety of services for youth, adults, seniors and families that promote, enhance and enrich the quality of life. This non-profit will be a key partner in outreaching with the surrounding community and programming for the prospective Kaboom build site. A few programs include nutrition classes, food distribution and dance classes.

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. Since Let's Play launched in 2011, DPS has worked with nonprofit KaBOOM! to build or improve more than 2,000 playgrounds across North America and in 2014 partnered with Good Sports to provide sports gear for deserving athletic organizations in communities coast to coast. For more information, visit LetsPlay.com or 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. For our latest news and updates, follow us at Facebook.com/DrPepperSnapple or Twitter.com/DrPepperSnapple.

KaBOOM!

KaBOOM! is the national non-profit dedicated to the bold new goal of ensuring that all children, particularly the 16 million American children living in poverty, get the balanced and active play they need to thrive. KaBOOM! has been a powerful champion for play since its founding in 1996, working with partners to build, improve and open nearly 16,000 playgrounds, engage more than 1,000,000 volunteers and serve more than 7,400,000 children. KaBOOM! creates and catalyzes great places to play, inspires, empowers and leads play advocates, and educates and elevates the societal conversation about the importance of play in children's lives. For more information, visit kaboom.org/act or follow the conversation on why #playmatters at twitter.com/kaboom or facebook.com/kaboom.

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The City of San Bernardino, Home of Neighborly Services, and Dr Pepper Snapple Group are building a playground!

Your help is needed to prepare for this exciting day.

On Wednesday, October 15, 2014, volunteers from the City of San Bernardino, Home of Neighborly Services, and Dr Pepper Snapple Group will build a great new place for kids to play in ONE day. The project is in partnership with KaBOOM!, the national nonprofit dedicated to giving kids the childhood they deserve by bringing play to those who need it most. There will be a project kick off meeting on **Thursday, August 28, 2014**, so mark your calendar! The meeting will be led by the KaBOOM! Project Manager and will include a portion for both children and adults.

WHEN: Thursday, August 28, 2014

WHERE: Home of Neighborly Service

839 N Mt Vernon Ave, San Bernardino, CA 92411

4:00 PM: Children's Design Session

Calling all playground experts! All children present will have the chance to draw their dream playground. The drawings will be used as inspiration for the final playground design.

5:00 PM: Adults' Planning Meeting

This will be the first meeting for the planning committee we are forming. Attendees will learn more about working with KaBOOM! and have the opportunity to sign up to be on the planning committee to help plan the playground build day. They will also use the children's drawings to help pick out playground equipment and colors for the new custom playground.

RSVP to confirm your attendance: Aviana Cerezo, (909) 384-5233, Cerezo_Av@sbcity.org

