



**FOR IMMEDIATE RELEASE
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**DOTHAN AWARDED \$20,000 LET'S PLAY GRANT FROM DR PEPPER SNAPPLE GROUP
AND NATIONAL NON-PROFIT KaBOOM! AFTER BEING NAMED
A PLAYFUL CITY USA COMMUNITY**

Dothan, Sept. 19, 2011 – Dr Pepper Snapple Group and national non-profit KaBOOM! today announced that Dothan has been awarded a \$20,000 Let's Play Playground Construction grant for a new playground at 900 West Powell Street next to the Head Start building. Dothan received the grant because it was selected as a 2011 Playful City USA community by KaBOOM! on Sept. 6 and will use the grant to build a new playground with community involvement.

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.

Dothan applied for 2011 Playful City USA recognition and also submitted a Let's Play grant application to Dr Pepper Snapple Group and KaBOOM!. Dothan was selected as one of 20 Playful City USA communities to receive a Let's Play Playground Construction grant among the 151 communities that earned Playful City USA status in 2011. 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 by ensuring their children have the time and space they need to play.

For over two (2) years, the City of Dothan and the Dothan Play Commission have had plans to construct a playground at the West Powell address, but have been looking for partners to "seal the deal". This area was shown to be underserved with play spaces for 5-12 year olds. As a Playful City USA, Dothan, Alabama has worked closely with the KaBOOM! organization for over five (5) years and has been the recipient of a past playground grant and national recognition as a "Playful City." With a fresh grant cycle in 2011 that focused on community built playgrounds, we felt that with Dothan's history of successful community built playgrounds that we had a great shot at obtaining funding.

It is official that with this funding, the City will immediately move toward establishing the much needed playground for 5-12 year olds at the West Powell location. The City of Dothan is grateful to have such a terrific partner in KaBOOM! in helping us to put a "playground within walking distance" of every child in Dothan.

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

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.

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 or online at 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.

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