



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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MEDIA ADVISORY // FOR IMMEDIATE RELEASE

YMCA Camp Weaver awarded *PepsiCo Healthy Living Grant*

Greensboro, N.C., November 2, 2010 – YMCA Camp Weaver recently received a 2010 Healthy Living grant worth \$2,500 by PepsiCo.

PepsiCo has been a mission sponsor of YMCA of the USA since 1998. The PepsiCo foundation grants are focused on effective programs that concentrate on nutrition and activity.

The Healthy Living initiative is related to *Activate America*, a long-term program created to build and promote the YMCA's abilities to help more Americans live healthier lives and in a supportive environment. PepsiCo contributed \$1 million in both 2005 and 2006 to the YMCA's transformation process, which is the force behind Activate America's ability to reach "health seekers" and their families.

"We are very excited to receive a grant from PepsiCo to support our edible garden project," said Camp Weaver executive director Jamie Cosson. "We strongly believe that is not only important that kids eat healthy, but they also have a basic understanding of where their food comes from and the tender loving care required to get it to the table ready to eat."

In using the grant, Camp Weaver will promote healthy living by creating an edible garden run by teen leaders from diverse backgrounds. The experience of preparing soil, growing food, watering and harvesting will help kids understand the importance of healthy food and where it comes from. This program will impact over 50 teen leaders and over 1,200 children who attend Camp Weaver summer programs.

the Y

The mission of the YMCA of Greensboro is to put Judeo-Christian principles into practice through programs that build a healthy spirit, mind, and body for all.

The Y is leading the way as the nation's leading non-profit committed to strengthening communities through youth development, healthy living and social development.

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