



FOR IMMEDIATE RELEASE
March 27, 2017

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NORTHEAST GUIDANCE CENTER AWARDED \$15,000 LET'S PLAY CONSTRUCTION GRANT FROM DR PEPPER SNAPPLE GROUP AND NATIONAL NON-PROFIT KaBOOM!

DETROIT, MI, MARCH 27, 2017 – Dr Pepper Snapple Group (DPS) and national non-profit KaBOOM! awarded Northeast Guidance Center a \$15,000 Let's Play Community Construction Grant that will be used to build a community playground for residents in the Mack-Ashland neighborhood on Detroit's east side.

The grant is part of Let's Play, an initiative by DPS to provide kids and families with the tools, places and inspiration to make active play a daily priority. Unstructured, child-directed play has proven to help kids develop physically, emotionally, socially and intellectually, yet today's kids have less time and fewer opportunities to play than any previous generation. As a result of expanded Let's Play grants and projects, more than 1 million kids will benefit from new or improved playgrounds around the nation by the end of 2016.

"It is through our commitment to innovative care that persons have the greatest chance to benefit from best practice treatments that support independence, inclusion and recovery," said Sherry McRill, President & CEO. "It's most unusual for a supportive housing community to have a playground that will help improve parenting and socialization skills."

The playground will be built by volunteers on May 19th and 20th in a neighborhood where businesses and home building are once again thriving. The play area will give families a safe space to meet while their children learn the importance of play.



DPS launched Let's Play in 2011 with a \$15 million commitment to KaBOOM! to build or improve 2,000 playgrounds. In 2014, Dr Pepper Snapple and KaBOOM! extended their partnership through 2016 with an additional \$10 million commitment from DPS to continue providing kids with the active play they need.

Visit Let's Play at www.LetsPlay.com to join the conversation and learn how to apply for the various available grants to make communities more active and playful.

About Northeast Guidance Center

Founded in 1963, Northeast Guidance Center is committed to the health of children, adults and families by providing innovative community-based services through behavioral and primary healthcare.

About Let's Play

Let's Play is an initiative launched in 2011 by Dr Pepper Snapple Group to provide the tools, places and inspiration to make play a daily priority. By 2017, DPS will provide nearly 10 million children across North America with new opportunities to play and be active through Let's Play. In partnership with the nonprofit organizations KaBOOM! and Good Sports, Let's Play is working to eliminate the 'play deficit' by building and improving play spaces and providing grants for athletic equipment and gear. For more information, please 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 www.DrPepperSnapple.com. For our latest news and updates, follow us at www.Facebook.com/DrPepperSnapple or www.Twitter.com/DrPepperSnapple.

About KaBOOM!

KaBOOM! is the national non-profit dedicated to giving all kids – particularly those growing up in poverty in America – the childhood they deserve filled with balanced and active play, so they can thrive. Since 1996, KaBOOM! has collaborated with partners to build, open, or improve nearly 16,300 playgrounds, engaged more than one million volunteers, and served 8.1 million kids. KaBOOM! creates great places to play, inspires communities to promote and support play, and works to drive the national discussion about the importance of play in fostering healthy and productive lives. To learn why #playmatters and why cities are embracing #playability: visit kaboom.org or join the conversation at twitter.com/kaboom or facebook.com/kaboom.

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