



FOR IMMEDIATE RELEASE

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200 Volunteers Improve Camden Kids' Lives & Futures with Play
Dr Pepper Snapple Group's Let's Play Initiative Hosts Playground Build at
Camden Children's Garden Thursday, June 25th, 8:30 a.m. – 3:00 p.m.

Photo/Interview Opportunities Available

WHAT: More than 200 volunteers from the Camden Children's Garden (@camdenchildreng), the District Council Collaborative Board (@camdendccb), Dr Pepper Snapple Group (@drpeppersnapple), ShopRite Stores (@ShopRiteStores), and organizers from national non-profit KaBOOM! (@kaboom) will join forces on Thursday, June 25 to give area kids the childhood they deserve by building a new playground at the Camden Children's Garden. The design is based on children's drawings created at a special design event in April.

WHEN: **Thursday, June 25, 2015**
8:30 a.m. to 9:00 a.m. Kick-off ceremony
11:00 a.m. to 1:00 p.m. Best viewing of playground construction
1:00 p.m. to 2:30 p.m. Final construction phase
2:30 p.m. to 3:00 p.m. Ribbon-cutting ceremony
(Times approximate)

Sunday, June 28, 2015
1:00 p.m. – 5:00 p.m. "Let's Play Camden," a day of play to celebrate the opening of the playground to kids for the first time

WHERE: **Camden Children's Garden**
3 Riverside Drive
Camden, NJ 08103

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 giving all kids the childhood they deserve, filled with balanced and active play, so they can thrive because #playmatters.

Currently, many of the kids in Camden 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), an initiative 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 play-filled childhood they deserve.

VISUALS: Before and after shots
Volunteers assembling, carrying, and installing brightly colored playground equipment
Volunteers moving 51,516 square feet of safety surfacing by hand
Ribbon-cutting ceremony to dedicate the playground

About the Camden Children's Garden

Established in 1985, the Camden City Garden Club is a nonprofit (501) (c) (3) environmental and educational organization.

The Camden Children's Garden was established in July 1999 as a special place to explore and discover the natural world. The four-acre garden provides horticultural experiences for creative and imaginative play. The Garden includes three indoor attractions, the popular Philadelphia Eagles Four Seasons Butterfly House, the tropical exhibit, Plaza de Aibonito and Ben Franklin's Secret Workshop. Other exhibits include a Dinosaur Garden, Maze, Tree House, Picnic Garden, CityScapes Garden, Storybook Gardens and the Fitness Garden. Visitors can round out their visit by riding the Garden Carousel, Arrow River Train and the Spring Butterfly Ride. The garden serves as the center of the Camden City Garden Club's education programming and community based initiatives. For further information, please visit us online at www.camdenchildrengarden.org

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 DrPepperSnapple.com. For our latest news and updates, follow us at Facebook.com/DrPepperSnapple or 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: visit kaboom.org or join the conversation at twitter.com/kaboom or facebook.com/kaboom.

About the Camden District Council Collaborative Board

The District Council Collaborative Boards were formed in 2005 pursuant to a Blue Ribbon Commission, convened by the New Jersey Attorney General and comprised of law enforcement experts who have worked and evaluated public safety organizations throughout the country and beyond. The boards were formed in an effort to improve the conditions of the city by bridging the gap between the major stakeholders: the community, law enforcement and city government. The boards emphasize a community-policing model that brings the community, law enforcement, and city officials together to address concerns, share ideas, and work on sustainable solutions. There are four boards in each of the city's police districts comprised of community members, residents, businesses, educational/medical institutions, non-profits, faith-based leaders, law enforcement, and local government. For further information on the District Council Collaborative Board's public safety and quality of life neighborhood initiatives, please visit: www.camdendccb.org

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