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**BLAINE SOUTHEAST NEIGHBORHOOD ASSOCIATION
AWARDED \$15,000 LET'S PLAY CONSTRUCTION GRANT
FROM DR PEPPER SNAPPLE
AND NATIONAL NON-PROFIT KaBOOM!**

Muncie, IN, On November 14, 2014— Dr Pepper Snapple (DPS) and national non-profit KaBOOM! awarded the Blaine Southeast Neighborhood Association a \$15,000 Let's Play Community Construction Grant that will be used to build a playground at the old Blaine School athletic field in the Blaine neighborhood on the southeast side of Muncie, IN.



The grant is part of Let's Play, a community partnership led by Dr Pepper Snapple to get kids and families active nationwide. 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 between 2014 and 2016.

Clifford Clemons, president of the association said, "The Blaine Southeast Neighborhood Association would like to thank Kaboom and Dr Pepper/Snapple for awarding our organization with this grant. We are very excited for this opportunity to bring enrichment to the children of our neighborhood and to the city of Muncie through the LetsPlay program".

Created in 2011, Let's Play provides the tools, places and inspiration to make play a daily priority. The initiative began with a three-year commitment to KaBOOM!, the national non-profit dedicated to ensuring that all kids get the joyful childhood filled with play they need to thrive. Through the first three years, they built 41 playgrounds, with more than 2,300 DPS employees contributing nearly 19,000 volunteer hours in the construction, and provided grants ranging from \$500 to \$30,000 for the improvement of another 2,004 playgrounds by the end of 2013.

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 Blaine Southeast Neighborhood Association

The area that is now Blaine and Southeast began as an industrial neighborhood centered on the railroads in southern Muncie Indiana. The organization was first incorporated in 1993. But after administrative dissolution in 2000, it reorganized in 2009. In the past few decades, the neighborhood has shifted from and industrial to a primarily residential community, offering affordable housing stock. The Blaine Southeast Neighborhood Association is committed to investing in the neighborhood in order to make it an inviting place to live. Their motto is "The Unity of the community gets the job done".

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 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 bringing balanced and active play into the daily lives of all kids, particularly those growing up in poverty in America. Since 1996, KaBOOM! has collaborated with partners to build, open or improve nearly 16,000 playgrounds, engaged more than one million volunteers and served 7.4 million children. 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 lives and communities. To learn why #playmatters: visit kaboom.org or join the conversation at twitter.com/kaboom or facebook.com/kaboom.

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