

**KEEP AMERICA
BEAUTIFUL**



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Dr Pepper Snapple

Group and Keep America Beautiful Bring Recycling to Caras Park

Missoula, Montana (October 26, 2016) – Residents visiting Caras Park should expect to see cleaner public parks this fall thanks to a significant grant made possible by Dr Pepper Snapple Group (NYSE: DPS) in collaboration with Keep America Beautiful. The Dr Pepper Snapple Group/Keep America Beautiful Park Recycling Bin Grant Program provides funding for 900 new recycling bins in public parks across the country in 2016, making recycling more accessible for Americans enjoying the outdoors.

The Downtown Missoula Partnership successfully received the Dr Pepper Snapple Group and Keep America Beautiful grant to help improve recycling initiatives throughout the heart of our community, Caras Park.

Now in its fourth year, the public park recycling grant program has awarded more than 3,400 recycling bins to Keep America Beautiful affiliates, local governments and other community organizations across 28 states to expand the availability of recycling. This investment in recycling infrastructure has improved recycling accessibility and convenience in a variety of park settings, including neighborhood and larger regional parks, beaches, athletic fields and walking trails.

“We are incredibly excited to enhance our recycling initiatives for our community,” said Will Greenway, Community Development Manager for the Downtown Missoula Partnership.

“We’re taking aim at two challenges that communities face nationwide – cleaning up parks and other shared spaces and reducing the strain on landfills,” said Vicki Draughn, vice president of corporate affairs for Dr Pepper Snapple Group. “Our partnership with Keep America Beautiful puts more recycling bins in more cities within reach of more consumers who are on-the-go, helping tackle both of those challenges.”

The lack of away-from-home recycling opportunities is reflected in a recent national survey by Keep America Beautiful to understand where people normally recycle. While 92 percent said they recycled at home, only 19 percent indicated that they typically recycle in public parks. Additional research conducted by Keep America Beautiful indicated only 12 percent of surveyed public locations had recycling infrastructure in place to recover the containers. The Dr Pepper Snapple Group/Keep America Beautiful Park Recycling Bin Grant Program is designed to address the obstacle of overcoming a lack of recycling convenience.

“With the help of Dr Pepper Snapple Group, we’re transforming public spaces into beautiful places by making sure more recyclables are being placed in proper receptacles in our parks and natural areas,” said Brenda Pulley, senior vice president/recycling, Keep America Beautiful. “Our partnership is helping to make recycling more accessible and convenient, which is one of primary factors in making recycling a daily habit.”

In addition to improving recycling opportunities, the grant program will make additional funds available to Keep America Beautiful community-based affiliates or other grant recipients who commit to conducting a Litter Index in conjunction with the grant to help study the effects of the recycling bins on reducing litter in the immediate areas of the bins.

The Dr Pepper Snapple Group and Keep America Beautiful grant will help us to improve our community recycling efforts and reduce waste for visitors and locals alike.

To view a full list of community organizations receiving grants, click [here](#).

About Downtown Missoula Partnership

The Downtown Missoula Partnership serves as the umbrella corporation for the Missoula Downtown Association, Downtown Business Improvement District of Missoula, and Missoula Downtown Foundation. Combined, these organization strive to make Downtown Missoula the most vibrant and dynamic urban center in the Rocky Mountain Northwest.

About Keep America Beautiful

At Keep America Beautiful, we want to ensure that beauty is our lasting signature. A leading national nonprofit, Keep America Beautiful inspires and educates people to take action every day to improve and beautify their community environment. We envision a country where every community is a clean, green, and beautiful place to live. Established in 1953, Keep America Beautiful provides the expertise, programs and resources to help people end littering, improve recycling, and beautify America's communities. The organization is driven by the work and passion of more than 600 community-based Keep America Beautiful affiliates, millions of volunteers, and the support of corporate partners, municipalities, elected officials, and individuals. To learn how you can donate or take action, visit kab.org. Follow us on [Twitter](#) and [Instagram](#), like us on [Facebook](#), or view us on [YouTube](#).

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 six 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](https://www.facebook.com/DrPepperSnapple) or [Twitter.com/DrPepperSnapple](https://twitter.com/DrPepperSnapple). For more information on DPS's philanthropic efforts and sustainability goals, visit <http://www.dpsgsustainability.com>.

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