

Central Minnesota
Community Foundation

Engaging People, Building Community

NEWS RELEASE

For Immediate Release

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Contact: Steve Joul, Central Minnesota Community Foundation, (320) 253-4380
Noreen J. Dunnells, United Way of Central Minnesota, (320) 252-0227

Pepsi Refresh to make Funding Available to Charities

St. Cloud, Minn. – The Central Minnesota Community Foundation (CMCF) and United Way of Central Minnesota are helping host a special information meeting on Monday, January 25th from 3:30-4:30 p.m. at the St. Cloud Public Library to unveil the new Pepsi ReFresh Project. Bernick's Beverages and Vending, Director of Corporate Affairs, Jason Bernick, will share information about this opportunity at the meeting.

The Pepsi Refresh Project is a groundbreaking effort to foster innovation in social good, and they are now accepting idea submissions from individuals and organizations at www.refresheverything.com. Pepsi-Cola will award more than \$20 million dollars nationally in 2010 to ideas that will move the world forward, including \$1.3 million a month to the ideas Americans select as the best in open online voting.

Pepsi will fund ideas that will move the world forward in six categories: Health, Arts & Culture, Food & Shelter, The Planet, Neighborhoods and Education. The Pepsi Refresh Project will feature significant social engagement around people and the power of ideas. Applications for grants ranging from \$5,000-\$250,000 will be accepted monthly and qualifying applications will be open for everyone to vote on in the community.

"This is a great way to bring added support to our community that we, as a family-owned business, appreciate and hold as our most valuable asset, adding to Bernick's tradition of supporting the community," said Jason Bernick, Director of Corporate Affairs at Bernick's Beverages & Vending. "This is an opportunity for everyone to take an active role in supporting the community that they live in."

We encourage everyone in the community to join in and bring positive and innovative contributions to our neighborhoods. Visit www.bernicks.com then click on Community or www.refresheverything.com for more details and deadlines. In the event your idea is selected, please contact Bernick's at 800-627-0287. We will partner with you to market your idea and encourage voting!

Bernick's is a fourth-generation family-owned business that proudly distributes Pepsi and provides full service beverage, vending and food service solutions to the Central Minnesota area since 1916. The company is headquartered in Waite Park, MN, and has facilities in, Bemidji, Brainerd, Duluth and Willmar, Minnesota, and Dresser, Wisconsin. For more information on Bernick's, please visit www.bernicks.com.

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