



**KEEP AMERICA
BEAUTIFUL**



Dr Pepper Snapple Group and Keep America Beautiful Bring Recycling to The Brookfield Town Hall complex and the Town Beach

Brookfield, CT (Aug. 11, 2016) – Residents visiting the Town Hall complex and the Brookfield Town Beach should expect to see increased recycling opportunities 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.

These recycle bins will be used at our Town Hall complex which includes the Kids Kingdom playground area and associated fields. Bins also to be used during various concerts and other special events located at our Town Hall throughout the late Fall the year. Beginning in the Spring 2017 we will also initiate the recycle program at our Town Beach. *“We are delighted to partner with Dr. Pepper and the KAB recycle program. This past Spring / Summer we experienced moderate success with a pilot recycle program at these same locations. The two dozen colorful and clearly labeled recycle bins should really assist us with our goals to provide recycling opportunities in all of our parks.” Dennis DiPinto, Director Parks & Recreation for the Town of Brookfield.*

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’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.

“It is our hope that one day in the not so distant future to provide recycling opportunities at all outdoor facilities including all of our parks our school grounds. This modified program should give us a good look at the minimal costs associated with instituting the program Town Wide. The local school district has done a fabulous job with recycling inside all of the buildings. Outdoor public spaces can be a different kind of animal in terms of participation in the program. Time will tell, I think the outdoor public spaces can work here in Brookfield.” Dennis DiPinto, Town of Brookfield Director of Parks & Recreation.”

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](https://twitter.com/keepamerica) and [Instagram](https://www.instagram.com/keepamerica), like us on [Facebook](https://www.facebook.com/keepamerica), or view us on [YouTube](https://www.youtube.com/keepamerica).

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).