



OFFICE OF THE MAYOR
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**MAYOR EMANUEL, SAN ANTONIO MAYOR JULIAN CASTRO, AND THE AMERICAN
BEVERAGE FOUNDATION FOR A HEALTHY AMERICA LAUNCH NEW MUNICIPAL
WELLNESS COMPETITION**

*Employees from Two Cities Will Compete to Improve Wellness, supported by \$5 Million Grant
by Beverage Industry Foundation; Coincides with Launch of Calories Count Vending Program
in San Antonio and Chicago*

Mayor Emanuel was joined by Julian Castro and leadership from the beverage industry to announce an innovative municipal wellness challenge that will pit employees from San Antonio and Chicago in a competition against each other, to see who can improve their wellness profile the most, with the potential to earn cash rewards. The program will be supported by a \$5 million grant from the American Beverage Foundation for a Healthy America.

“This program will encourage workers in Chicago and San Antonio to take control of their wellness and make healthy lifestyle choices,” said Mayor Emanuel. “I am confident that Chicago’s employees are up to the challenge and will use this competition as a way to improve their wellbeing and quality of life.”

Both Chicago and San Antonio are recognized around the country for leadership in wellness. Chicago has the largest municipal wellness program in the world, with more than 38,000 registered participants. San Antonio also offers a comprehensive wellness program, and has offered health vending machines in its city buildings since 2010. San Antonio has won the Silver Level Healthy Workplace for the past two years from the San Antonio Business Group on Health. Additionally, the city has won the Rock and Roll Marathon Get Fit Challenge and the Golden Apple from United HealthCare for two years.

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"The most important aspect of any community is its quality of life, and one essential ingredient is healthy living," said San Antonio Mayor Julián Castro. "Everyone has a role to play in making our communities healthier. Here in San Antonio, we're proud to be working with the beverage industry on programs to help achieve that goal."

The wellness challenge will create healthy competition for employees in each city to show improvement in key health measurements, such as Body-Mass Index, smoking cessation and others. Successful employees would be eligible for cash rewards for their improvements. A committee of distinguished medical professionals will create the guidelines for the competition, which will be focused completely on helping employees improve their wellness from their initial results in their wellness screenings.

The wellness challenge activities, management and rewards will be supported by a \$5 million grant from the American Beverage Foundation for a Healthy America.

The announcement about the Wellness challenge comes on the same day that America's leading beverage companies are launching a new *Calories Count™ Vending Program*. This vending machine program provides clear calorie information, encourages lower-calorie beverage choices and reminds consumers that calories count in all the choices they make. The *Calories Count™ Vending Program* will be launched in municipal buildings in the cities of Chicago and San Antonio beginning in 2013 and then made available to customers nationwide.

"We are proud to be working together with Mayor Emanuel and Mayor Castro - two of the nation's most dynamic and innovative mayors - on meaningful initiatives that help promote balanced, active and healthy lifestyles," said Susan K. Neely, president and CEO of the American Beverage Association. "Public-private partnerships such as these are a critical strategy in the effort to help reduce obesity in our communities and across the nation."

Under the *Calories Count™ Vending Program*, The Coca-Cola Company, Dr Pepper Snapple Group and PepsiCo will work with government leaders, food service operators, vending companies and other customers to:

- Increase availability of lower-calorie beverages in vending machines;
- Display a "Calories Count™" vending snipe on the front of beverage vending machines reminding consumers to consider calories in their beverage choices with messages such as "Check then Choose" and "Try a Low-Calorie Beverage"; and

- Add calorie labels to the selection buttons on beverage vending machines to show calorie counts per beverage container.

The Wellness Challenge will run for three months, and is effective Jan. 1. The vending machines will debut in early 2013.

"This is a wonderful program that will inspire our city's workers to take control of their wellness and will reduce healthcare costs," said Ald. George Cardenas. "I am confident that our workers will win this competition, and that their quality of life will improve while they do it."

The City of Chicago's wellness program is expected to save taxpayers hundreds of millions of dollars in additional health care costs, over the next several years.

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QUOTES FROM BEVERAGE INDUSTRY LEADERSHIP

Steve Cahillane, President and CEO of Coca-Cola Refreshments

“Healthy people and healthy communities have always been a priority for Coca-Cola,” said Steve Cahillane, president and CEO, Coca-Cola Refreshments. “Our support of the Calories Count™ Vending Program is another bold step in our efforts to help people understand the importance of energy balance. We believe partnerships like this – those which involve government, industry and civil society – can have a meaningful impact on the obesity issue. We applaud the cities of Chicago and San Antonio for joining us in this innovative initiative.”

Jim Johnston, President of Beverage Concentrates, Dr Pepper Snapple Group

"At Dr Pepper Snapple Group, we are committed to giving consumers the flavors they love with fewer calories," said Jim Johnston, president of Beverage Concentrates, Dr Pepper Snapple Group. "Clearer labeling on our vending machines and a greater selection of low-calorie beverages inside will help consumers make the choice that is best for them."

Tom Bené, President, PepsiCo Foodservice

“At PepsiCo, we’re working to make lower-calorie beverage choices easier for consumers through the choices we offer and the information and encouragement we provide,” said Tom Bené, president, PepsiCo Foodservice. “As chair of the American Beverage Association’s Board of Directors, I am proud to see our industry come together on leadership initiatives such as our School Beverage Guidelines, Clear on Calories labeling program, and now the Calories Count™ Vending Program, all of which support similar goals and provide meaningful solutions to help address our nation’s obesity challenge.”