



Press Contacts:
Kevin Hughes, Do Something
KHughes@DoSomething.org
212.254.2390 x.231
347.423.7559 (cell)

Nicole Bradley, Mountain Dew
Nicole.Bradley@pepsi.com
914.253.2964



FOR IMMEDIATE RELEASE:

LOCAL LEWISBURG YOUTH HAVE “POWER IN NUMBERS”

DoSomething.org and Mountain Dew Voltage Award Local Group with a \$10,000 Grant to Support Community Action Initiative

LEWISBURG, PA – MAY 18, 2009 – Do Something (www.DoSomething.org), one of the largest national organizations in America for young people and social change, and Mountain Dew Voltage announced today that the Lewisburg-based and youth-led group, **Bicycles Against Poverty (BAP)**, is the recipient of a \$10,000 Power in Numbers grant.

Dick Muyambi, a Bucknell University student and native of Uganda, knows that one way of empowering war ravaged communities is by providing a means of transportation from refugee camps to farmland so that displaced peoples have a way of working their own land. His group, Bicycles Against Poverty, currently provides 100 bicycles to residents of the Gulu district, who each pay a small fee that goes towards the purchase of bicycles for other members of the community.

“Motorized transport is not only scarce in rural areas but also unaffordable to the majority of people,” said **Bicycles Against Poverty team leader Dick Muyambi**. “Originally from Uganda, I know how important bicycles are and how (by Ugandan standards) they are very expensive but extremely useful in day-to-day life. We are grateful to Do Something and Mountain Dew Voltage for aiding us in our endeavors and helping us continue our work.”

Do Something and Mountain Dew Voltage gave out a total of \$100,000 in grant money to support groups of young people that were working together to ignite positive change in their local communities. Groups of young people across the country submitted their ongoing community action projects and ideas on EnergizeYourCommunity.com. After selecting the finalists, the online community decided which ten groups would receive \$10,000 to bring their project to life.

“Do Something gives away grants to young people every week to support the pro-social initiatives they’re leading in their community,” exclaimed **Nancy Lublin, Do Something CEO and Chief Old Person**. “This is first time we’ve ever given grants to groups instead of individuals. It’s great to be able to reward these young people who are really showing amazing teamwork to solve problems.”

Reaching over 12 million people age 25 and under in 2008, Do Something is a trusted resource for youth looking to get involved in their community. DoSomething.org gives young people easy ways to get involved with the causes and issues that matter to them.

“We’re pleased to join Do Something in celebrating and supporting young people who are working together to make a difference in their communities,” said **Marisol Tamaro, director of marketing, Mountain Dew**. “Their dedication and passion inspires people across the country and illustrates that there is truly power in numbers.”

The Power in Numbers grant program was launched on February 9, 2009 and closed on April 5, 2009. Do Something, Mountain Dew Voltage and a collective of recent Do Something scholarship winners joined forces to nominate twenty group finalists to which ten winning group initiatives were selected (based on an online vote) to be awarded a \$10,000 grant towards their cause. EnergizeYourCommunity.com

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ABOUT DO SOMETHING:

Do Something believes teenagers have the power to make a difference. We leverage communication technologies to enable teens to convert their ideas and energy into positive action. Recipient of Fast Company's Social Capitalist Award in 2008 and Webby People's Voice Award in 2009, Do Something inspires, empowers and celebrates a generation of doers (nearly 12 million kids in 2008): Teenagers who recognize the need to do something, believe in their ability to get it done, and then take action. Plug in at www.DoSomething.org.

ABOUT PEPSI-COLA NORTH AMERICA BEVERAGES:

Mountain Dew Voltage is a product of Purchase, N.Y.-based Pepsi-Cola North America Beverages (www.pepsi.com), PepsiCo's refreshment beverage unit in the United States and Canada. Its U.S. trademarks include Pepsi, Mountain Dew, Sierra Mist, Mug, Aquafina, SoBe and IZZE. The company also makes and markets Tropicana juice drinks, Dole and Ocean Spray single-serve juices and North America's bestselling ready-to-drink iced teas and coffees, respectively, via joint ventures with Lipton and Starbucks. For more information, please visit www.pepsiproductfacts.com.