



The United States Conference of Mayors

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U.S. Conference of Mayors Announce Multi-Year Community Grant Program with American Beverage Association

WASHINGTON, D.C.—The U.S. Conference of Mayors (USCM) today announced a partnership with the American Beverage Association (ABA) on a multi-year community grant program focused on educating children and families about the importance of balancing calories and regular physical activity as ways to achieve a healthy, active and balanced lifestyle.

ABA has pledged \$3 million dollars over the next three years to highlight better solutions to reducing obesity in communities across the country. The grant program will be divided into categories for small, medium and large cities. ABA will work with the Conference to develop selection criteria; however, USCM will select an independent panel to choose award recipients.

“We’re proud to be working with the U.S. Conference of Mayors on this initiative because of the positive impact it will have on families nationwide,” said Susan Neely, president and CEO of the American Beverage Association. “We’re particularly excited to be growing community programs that are centered on reducing and preventing obesity throughout the country.”

Through this new partnership, ABA will sponsor a grant program that will highlight initiatives in cities that are designed to encourage healthy weight through balanced diet choices and regular physical activity. In addition, the grants will help expand services in communities and develop additional solutions that will have a positive impact on more citizens. Recipient communities will receive a monetary grant along with the support of USCM to promote their program with the support of the Conference of Mayors.

“We are extremely grateful for this partnership with the American Beverage Association which will allow communities across the country to expand the reach of education and obesity awareness programs to thousands of additional young people,” said Tom Cochran, CEO and Executive Director of the U.S. Conference of Mayors.

“At a time when communities are in need of additional funding, this support will produce tangible benefits for thousands of families.” As part of the non-alcoholic beverage industry’s ongoing efforts to be part of the solution to childhood obesity, the USCM grant program provides another means for the industry to demonstrate its commitment to effectively and efficiently implement better way solutions to the societal challenge of obesity.

This partnership with USCM builds upon long-standing work by the non-alcoholic beverage industry to support nutrition education for children, strengthen communities and empower consumers. It is another public-private partnership dedicated to making a real difference. ###

The U.S. Conference of Mayors is the official nonpartisan organization of cities with populations of 30,000 or more. There are 1,210 such cities in the country today, and each city is represented in the Conference by its chief elected official, the mayor. Find us at usmayors.org, on [facebook.com/usmayors](https://www.facebook.com/usmayors), or follow us on Twitter at twitter.com/usmayors.

The American Beverage Association is the trade association representing the broad spectrum of companies that manufacture and distribute non-alcoholic beverages in the United States. For more information on ABA, please visit the association’s website at www.ameribev.org or call the ABA communications team at (202) 463-6770.