



OAKLAND ATHLETICS

Media Release

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FOR IMMEDIATE RELEASE:

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Andrew Bailey and the Oakland A's Compete for Pepsi Refresh Grant to Help Alameda East Bay Miracle League Build Adapted Sports Field

15 MLB Clubs Vie for Grant as Part of Pepsi Refresh Project to Improve America's Communities

OAKLAND, Calif. – Starting today, the Oakland A's, along with 14 teams across Major League Baseball, are asking fans to join them in making a difference in America's communities. As part of the Pepsi Refresh Project, each Club has outlined an idea they are passionate about and will vie for fan votes and an ultimate \$200,000 Pepsi Refresh grant to fulfill the project. Fans have until Tuesday, Aug. 17 at 11:59 p.m. EDT, to cast their votes for the A's Pepsi Refresh Project idea at mlb.com/PepsiRefresh or by texting A-T-H-L-E-T-I-C-S or A-S to 76462.

The Oakland A's idea is to partner with the **Alameda East Bay Miracle League** to build an adapted sports field and community park in Alameda, Calif. for special needs athletes in communities around the Bay Area. There are over 32,000 youth in the Bay Area with disabilities significant enough to limit their access to parks, athletic fields, and team sports. With the Pepsi Refresh Project grant, the A's and the Miracle League will be able to provide a true sportsmanship experience and give the joy of participation to these children that might not have that opportunity otherwise.

"Baseball does not discriminate against age, gender or ability and I think it is very important that all kids have the chance to play and enjoy the game of baseball," explained two-time All-Star pitcher and A's Pepsi Refresh ambassador Andrew Bailey. "I encourage fans to please vote for the A's idea so that we can win this grant and bring the Bay Area a field that can help make the dream to play baseball come true for thousands of special needs athletes."

"The Pepsi Refresh Project is proud to provide the stage to showcase these inspiring team ideas from across the league," said Jeff Dubiel, Vice President of Pepsi Sports. "MLB fans are some of the most passionate in sports and we expect them to not only get behind their teams, but also see how easy it is to do good and be inspired to make a difference in their own communities."

The Pepsi Refresh Project is a groundbreaking effort to foster innovation in social good that will award more than \$20 million this year to fund great ideas that help impact the world. Throughout 2010, 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, which launched Jan. 13, features significant social engagement around people and the power of ideas. People are encouraged to submit their ideas and to cast a vote for their favorite ideas at refresheverything.com.

About the Alameda East Bay Miracle League:

The Alameda East Bay Miracle League is a small, grassroots, non-profit with the dream of revitalizing a dilapidated, neglected neighborhood baseball field into a beautiful, adapted, multiuse sports field accessible by the thousands of special needs athletes in communities surrounding the Oakland and the Bay Area.

About Pepsi:

Pepsi is a product of PepsiCo Beverages Americas (PBA). In addition to the Pepsi trademark, the PBA portfolio includes the Mountain Dew, Sierra Mist and Mug trademarks in the carbonated soft drink category. PBA is a division of PepsiCo, Inc., which offers the world's largest portfolio of billion-dollar food and beverage brands, including 19 different product lines that each generates more than \$1 billion in annual retail sales. Their main businesses - Frito-Lay, Quaker, Pepsi-Cola, Tropicana and Gatorade - also make hundreds of other nourishing, tasty foods and drinks that bring joy to our consumers in more than 200 countries. With annualized revenues of nearly \$60 billion, PepsiCo's people are united by our unique commitment to sustainable growth, called Performance with Purpose. By dedicating themselves to offering a broad array of choices for healthy, convenient and fun nourishment, reducing our environmental impact, and fostering a diverse and inclusive workplace culture, PepsiCo balances strong financial returns with giving back to our communities worldwide. In recognition of its continued sustainability efforts, PepsiCo was named for the third time to the Dow Jones Sustainability World Index (DJSI World) and for the fourth time to the Dow Jones Sustainability North America Index (DJSI North America) in 2009. For more information, please visit pepsico.com.

About the Oakland Athletics:

The Oakland A's organization is a proud, reliable and dedicated member of its community. By contributing to numerous charitable organizations, hosting fundraising events, implementing educational programs and supporting other various causes, the A's strive to make a positive impact and improve the quality of life for people throughout the Bay Area. For more information, please visit oaklandathletics.com.

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