



## **For Immediate Release**

### **New Video Finds Canada's Top Musicians Rallying to Refresh the World** *Pepsi Refresh Project offers glimpse of Canadian artists as you've never seen them before*

MISSISSAUGA, ON (May 18, 2010) -- Canada's top music artists are rallying behind a groundbreaking new movement: the Pepsi Refresh Project. Over 20 artists including Hedley, Johnny Reid, Jully Black, Classified, the Trews and Stereos shared what is important to them and encouraged Canadians to submit their own positive ideas to the Pepsi Refresh Project on June 1st.

The video features footage of the artists revealing their ideas in an intimate setting and demonstrates Canadian artists' passion for doing good, a passion shared by many Canadians. It can be viewed on Pepsi Canada's YouTube channel at [www.youtube.com/pepsicolacanada](http://www.youtube.com/pepsicolacanada)

Canadian artists jumped at the opportunity to discuss what matters most to them and had a diverse range of ideas on how to make the world a better place. "I think it's incredible that Canadian musicians are using their influence to help spread the word about the Pepsi Refresh Project," said Joey Adler, CEO and President of ONEXONE and a director on the Pepsi Refresh Project Advisory Board. "The essence of the Pepsi Refresh Project is to create positive change in the world, and this obviously really resonated with these artists." It is this optimism that Pepsi will look to evoke in Canadians across the country as the Pepsi Refresh Project opens for submissions on June 1.

The Pepsi Refresh Project allows both individuals and organizations in Canada to submit ideas for grants under six categories: Health, Arts & Culture, Food & Shelter, The Planet, Neighbourhoods and Education. Every other month, 10 grants will be awarded to the ideas that secure the most votes from Canada. Up to \$200,000 in grants is available every other month as follows: one \$100,000 grant; two \$25,000 grants; three \$10,000 grants; and four \$5,000 grants. Ideas must be beneficial, achievable, constructive, 'shovel-ready' and make a positive impact on communities across Canada

Individuals or organizations interested in applying for a grant can go to <http://www.refresheverything.ca> and download a Submission Toolkit with step-by-step directions to guide the preparation of their application. The first round of submissions opens on June 1, and voting will begin on July 1.

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### **Pepsi Refresh Project**

In an effort to support those who generate innovative, optimistic ideas, the Pepsi Refresh Project ([www.refresheverything.ca](http://www.refresheverything.ca)) will award more than \$1 million in the year ahead to move communities forward.

Starting on June 1, 2010, individuals and organizations can apply for grants to benefit a variety of projects, and site visitors can vote for the best ideas for funding when voting opens on July 1.

The Pepsi Refresh Project is an evolution of the Joy It Forward initiative Pepsi launched in 2009, which showed the brand as an optimistic catalyst for idea creation. Pepsi will fund projects that make a difference in six categories: Health, Arts & Culture, Food & Shelter, The Planet, Neighbourhoods and Education.

### **PepsiCo Canada and the Pepsi Brand**

PepsiCo's businesses in Canada are organized into two business units. PepsiCo Foods Canada includes Frito Lay Canada and the Quaker Foods & Snacks business. PepsiCo Beverages Canada includes Pepsi-Cola Canada, Gatorade and Tropicana. The Pepsi Brand has been bringing fun and refreshment to Canadian consumers for over 75 years. For more information, please visit <http://www.pepsico.ca>.

### **PepsiCo**

PepsiCo 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. Our 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 ourselves 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 <http://www.pepsico.com>

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