



# PRESS RELEASE

## **Students of the Game.**

### **Area Youth get the Rulebook for Healthy Living**

*Coca-Cola and Tampa Bay Lightning Team Up with  
Boys & Girls Clubs of Tampa Bay to Host Field Day on Ice*

**Tampa, FL, March 2014:** Today, Coca-Cola and the Tampa Bay Lightning partnered with the Boys & Girls Clubs of Tampa Bay to host a Triple Play physical activity day for 75 area youth.

The Triple Play program was launched in 2005 by Boys & Girls Clubs of America (BGCA) in collaboration with the U.S. Department of Health and Human Services with support from The Coca-Cola Company—a founding sponsor. Triple Play is a game plan for the Mind, Body and Soul. It encourages kids to eat a balanced diet, become more physically active and increases their ability to engage in healthy relationships.

“Active lifestyles lead to happier lives,” said Jeff Ortmeier, Vice President Central Florida Market Unit, Coca-Cola Refreshments. “We believe when people come together, real progress can happen. That’s why we are committed to working with Tampa Bay Lightning and Boys & Girls Clubs of Tampa Bay to create positive change in our community.”

Rather than sweating it out in the hot Tampa sun, the team introduced the youth to a cooler arena. Each of the participants spent the day rotating through hockey-themed activity stations designed to address the program’s three pillars:

**Body – Skate:** A 45 minute free skate promoted exercise and fun play.

**Mind – Hockey 101:** Former Tampa Bay Lightning player and current team executive Dave Andreychuk discussed the basics of hockey and provided an overview on being healthy and staying fit.

**Soul – Letters to the Troops:** The soul component was designed to help build positive relationships and cooperation among young people. To demonstrate these qualities USO Center Operations and Programs Manager Amy Phillips guided participants through a letter writing seminar. The letters will be delivered to armed forces deployed around the world.

“We are extremely honored to partner with our friends at Coca-Cola and the Boys & Girls Club for this Triple Play physical activity day,” said Dave Andreychuk, team executive, Tampa Bay Lightning. “Not only will

children learn the importance of physical activity, but they'll do it while also becoming more familiar with the great game of hockey. As always, the Lightning are proud to lead by example and inspire others through community involvement and volunteerism," he said.

"Programs like these would not be possible without community collaboration," said Bradley Baumgardner, President & CEO of Boys & Girls Clubs of Tampa Bay. "These partnerships are vital in sustaining an organization that is committed to helping young people in this city be successful in every aspect of their lives. We are incredibly grateful to everyone that has played a role in this project and look forward to what the future holds."

### **About The Tampa Bay Lightning**

The 2004 Stanley Cup Champion Tampa Bay Lightning and the leasehold rights to the Tampa Bay Times Forum were purchased by an entity controlled by Jeffrey Vinik in March, 2010. Shortly thereafter, Vinik also purchased the Tampa Bay Storm of the Arena Football League. Since acquiring these assets, Vinik has spearheaded a complete brand and business transformation of the teams and the arena under the banner of Tampa Bay Sports and Entertainment, LLC. The Lightning advanced to the Eastern Conference Final of the Stanley Cup Playoffs in 2011 and the Times Forum received a \$42 million renovation later that summer. The following year the organization installed a new center-hung scoreboard that is one of the largest in the United States and Canada. Under the new ownership and management group, the fans have responded, more than doubling the team's season ticket base. Vinik and the rest of his management team continue to move the organization forward with eyes on success on the ice as well as a world class organization off of it.

### **About The Coca-Cola Company**

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our Company's portfolio features 16 billion-dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.9 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit Coca-Cola Journey at [www.coca-colacompany.com](http://www.coca-colacompany.com), follow us on Twitter at [twitter.com/CocaColaCo](https://twitter.com/CocaColaCo), visit our blog, Coca-Cola Unbottled, at [www.coca-colablog.com](http://www.coca-colablog.com) or find us on LinkedIn at [www.linkedin.com/company/the-coca-cola-company](http://www.linkedin.com/company/the-coca-cola-company)

### **About Boys & Girls Clubs of Tampa Bay**

Boys & Girls Clubs of Tampa Bay has been a positive force in the community for 85 years; enabling young people to become productive, responsible and caring citizens through structured programming, safe learning environments and dedicated staff. With a focus on three core priority outcomes – Academic Success, Healthy Lifestyles, and Improving Character & Leadership, Boys & Girls Clubs of Tampa Bay provides opportunities to build new skills that raise a Club Member's belief that he or she can succeed and receive recognition for personal, social and academic accomplishments.

### **Boys & Girls Clubs Contacts**

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