



**CALIFORNIA STATE PARKS LOOKING TO RECEIVE NEARLY ONE MILLION DOLLARS  
FROM STATER BROS. CHARITIES AND COCA-COLA  
*PRESERVE OUR PARKS* CAMPAIGN**

***Fourth Year That Public-Private Partnership Raises Funds For Southern California State Parks***

LOS ANGELES, California (March 28, 2012) – The California State Parks system today announced a partnership with Stater Bros. Charities and Coca-Cola Refreshments to raise much-needed funds during a time of challenging budget cuts. These partners team up for a short, intense campaign every spring to help protect local assets important to the community and improve state parks for families that regularly enjoy them for recreation. Called *Preserve Our Parks* ([www.preserveourparks.info](http://www.preserveourparks.info)), the program is an intensive, six-week campaign with the goal of raising up to \$1 million to support Southern California parklands.

The campaign encourages customers to support Southern California State Parks while shopping at Stater Bros. Supermarkets. Shoppers can make a one-dollar or five-dollar, tax-deductible donation to the *Preserve Our Parks* campaign at Stater Bros. checkout stands through April 24, 2012 or they may donate online at <http://www.preserveourparks.info>. Additionally, Coca-Cola Refreshments will donate one dollar when consumers purchase ten dollars' worth of participating Coca-Cola products at Stater Bros., including branded soft drinks, **vitaminwater**®, **vitaminwater zero**™, **smartwater**®, **POWERADE ION4**™, **POWERADE ZERO**™, **FUZE**®, **DASANI**® Gold Peak products, Minute Maid® products, Simply® juices and Honest Tea® products. The Coca-Cola products promotion runs through May 8, 2012.

2012 represents the fourth year that Coca-Cola and Stater Bros. have initiated an environmental stewardship program for parks. The previous campaigns combined raised nearly \$2 million that were used to plant one million trees in parks damaged by wildfires, support beach clean-up and dune restoration at popular state beaches and provide trail maintenance at Southern California state parks.

“Protecting and preserving our local California State Parks is a priority for the Stater Bros. Supermarket family,” says Jack H. Brown, Stater Bros. Chairman and Chief Executive Officer. “We

are proud to be a part of a program that helps safeguard Southern California's natural assets for local residents and future generations."

"We are grateful for our partners at Stater Bros. and Coca-Cola for supporting Southern California state parks," said Ruth Coleman, director of California State Parks. "These funds provide critical dollars toward enhancing visitor experiences during challenging budget times."

All monies raised during the campaign will be donated to California State Park Foundation. Educational facts, *Preserve Our Parks* program details and the ability to share the campaign via social media platforms are available on the Preserve Our Parks website and the Facebook cause page ([www.facebook.com/pages/Preserve-Our-Parks](http://www.facebook.com/pages/Preserve-Our-Parks)).

*Preserve Our Parks* directly benefits iconic Southern California State Parks, and that partial list includes: Malibu Creek State Park and Topanga State Park in Los Angeles County; Huntington Beach, San Clemente and Crystal Cove State Parks in Orange County; Anza-Borrego, Cuyamaca Rancho and Carlsbad State Parks in San Diego County; Silverwood Lake and Chino Hills in San Bernardino County; and Lake Perris and Mount San Jacinto in Riverside County.

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#### **About Coca-Cola Refreshments**

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, the world's most valuable brand, our Company's portfolio features 15 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 more than 1.7 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 employees. For more information, please visit [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com) or follow us on Twitter at [twitter.com/CocaColaCo](http://twitter.com/CocaColaCo).

#### **About Stater Bros. Supermarkets**

Stater Bros. was founded in 1936 in Yucaipa, California, and has grown steadily through the years to become the largest privately owned Supermarket Chain in Southern California and the largest private employer in both San Bernardino County and Riverside County, with annual sales in 2010 of \$3.6 billion. The Company currently operates 167 Supermarkets, and there are over 18,000 members of the Stater Bros. Supermarket Family. For the second year in a row (2010 and 2011), Stater Bros. received a Waste Reduction Award for its many environmentally friendly programs from California Department of Resources Recycling and Recovery (CalRecycle).

#### **About Stater Bros. Charities**

Stater Bros. Charities is a 501(c)(3) non-profit organization that supports critical needs in the communities where Stater Bros. employees live and work. Since 2008, Stater Bros. Charities has provided funding to countless local organizations and causes that benefit hunger relief, children-in-need, education for both youth and adults, services for the elderly and care for our Nation's Veterans. Funds are raised throughout the year from generous customers, supplier friends, and caring members of the Stater Bros. Supermarket Family. For more information log onto [www.staterbros.com](http://www.staterbros.com).

### **About California State Parks**

California State Parks is composed of 279 units on nearly 1.5 million acres of land. State Parks is responsible for nearly one-third of the coastline of California, with more than 3,000 miles of hiking, biking and equestrian trails. The State Park System contains 98 percent of the state's wilderness and 60 percent of its old growth coastal redwoods. Within the system, there are 50 State Historic Parks that encompass some of the state's most valuable historic and cultural resources. State Parks receives more than 65 million visitors yearly, making it the single largest visitor destination in the state and second only to the National Park system for the nation.

### **About CSPF**

With over 120,000 members, the California State Parks Foundation (CSPF) is the only statewide independent nonprofit organization dedicated to protecting, enhancing and advocating for California's magnificent state parks. Since 1969, CSPF has raised more than \$170 million to benefit state parks. CSPF is committed to improving the quality of life for all Californians by expanding access to the natural beauty, rich culture and history, and recreational and educational opportunities offered by California's 279 state parks—the largest state park system in the United States. For more information about California's state parks, visit [www.calparks.org](http://www.calparks.org).

### **About Good Solutions Group**

Good Solutions Group (GSG) is a company that connects brands to active lifestyle consumers and parks by creating public-private partnerships in all 50 state park systems across the nation. GSG created the *20 Percent for Parks* model, where 20 percent of proceeds go back to parks. In the past decade, GSG programs have generated over \$7.7 million in value to parks through welcome maps, retail cause marketing campaigns and sampling programs. The company is a founding member of the America's State Park Alliance in conjunction with the National Association of State Park Directors. The company is based in Pasadena, California.

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