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In The News

NEW PLAYGROUND OPENS AT BROOKLYN'S EAST RIVER STATE PARK AS PART OF \$350,000 GIFT FROM NESTLÉ JUICY JUICE

Williamsburg Park Caps Campaign From Nestlé Juicy Juice To Install Seven Playgrounds For Families And Youngsters At New York State Parks

September 22, 2009

NEW YORK – During a time of state budget shortfalls, NESTLÉ® JUICY JUICE® swings into action with a \$350,000 commitment to build playgrounds across the state. With park visits and playground usage on the rise during this down economy, public-private partnerships provide a means to add new services without tapping state budgets.

The nautical-themed playground takes center stage at East River State Park, a new 10-acre waterfront park located along the East River in the Williamsburg neighborhood of Brooklyn. The play area provides a much-needed community gathering spot for families and young children, and combines unbeatable views of the Manhattan skyline and open green space for recreation and relaxation. Now more families in Brooklyn and statewide have access to new, interactive play areas in seven New York state parks, a reprieve given the decreased services many parks initiated last spring.

“Our community parks and green spaces are more important than ever during a tough economy and we’re seeing a rise in visitation numbers at all of our state parks,” explains Carol Ash, commissioner of the New York State Office of Parks, Recreation and Historic Preservation (OPRHP). “The Nestlé Juicy Juice commitment represents new experiences and fun for an estimated 4 million New York families during the next year that would otherwise have not been possible in the current economic climate.”

Children will have a chance to climb, swing and slide on playgrounds at the beach, in urban and suburban neighborhoods as well as at more remote natural settings. New playgrounds were installed at Jones Beach and Robert Moses on Long Island, East River, Saratoga Spa, Green Lakes near Syracuse, Wellesley Island and Letchworth state parks.

“At Juicy Juice, we strive to help parents raise healthy, happy children, and partnering with the New York State Parks is the perfect way to provide families across the state with safe and enjoyable play environments,” said Victoria Nuevo-Celeste, Nestlé Juicy Juice Marketing Manager. “Public and private partnerships are more vital than ever to the wellbeing of our communities, and Juicy Juice is thrilled to be able to serve hundreds of thousands of local families in this way.”

The public-private partnership between Nestlé Juicy Juice and the New York State Office of Parks, Recreation and Historic Preservation was facilitated by Government Solutions Group (www.govsolgroup.com), a unique marketing company that develops cause-related marketing partnerships between corporations and state park government agencies to help reduce costs, increase revenue, and improve consumer relations.

About Nestlé USA

Named one of “America’s Most Admired Food Companies” in Fortune magazine for the twelfth consecutive year, Nestlé USA provides quality brands and products that bring flavor to life every day. From nutritious meals with LEAN CUISINE® to baking traditions with NESTLÉ® TOLL HOUSE®, Nestlé USA makes delicious, convenient, and nutritious food and beverage products that enrich the very experience of life itself. That’s what “Nestlé. Good Food, Good Life” is all about. Well-known Nestlé brands include: NESTLÉ® TOLL HOUSE®, NESTLÉ® NESQUIK®, NESTLÉ® COFFEE-MATE®, STOUFFER’S®, LEAN CUISINE®, HOT POCKETS® and LEAN POCKETS® brand sandwiches, NESCAFÉ®, NESCAFÉ® TASTER’S CHOICE®, NESTLÉ® JUICY JUICE®, BUITONI®, DREYER’S/EDY’S®, NESTLÉ® CRUNCH®, NESTLÉ® BUTTERFINGER®, and WONKA®. Nestlé USA, with 2008 sales of \$8.8 billion is part of Nestlé S.A. in Vevey, Switzerland - the world’s largest food company - with 2008 sales of \$101 billion. For product news and information, visit Nestleusa.com or NestleNewsroom.com.

About New York State Office of Parks, Recreation and Historic Preservation

The New York State Office of Parks, Recreation and Historic Preservation oversees 178 state parks and 35 historic sites. For more information on any of these recreation areas, call 518-474-0456 or visit www.nysparks.com.

About GSG

Government Solutions Group is a unique marketing company that facilitates public-private partnerships for government agencies to help them reduce costs, increase revenue, and improve consumer relations through private partnerships. GSG works with 11 state park systems across the nation by creating and managing win-win partnerships with corporations that benefit the park systems. The company is based in Pasadena, California.

