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ASSOCIATION



AMERICAN
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Foundation
for a Healthy
America

FOR IMMEDIATE RELEASE

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Minnesota Beverage Industry Announces Community Grant to ‘Friends Of The Mississippi River’

\$30,000 grant will help fund a youth-led river restoration project

ST. PAUL, Minn. – The Minnesota Beverage Association, in partnership with the American Beverage Foundation for a Healthy America (ABFHA), today announced that Friends of the Mississippi River (FMR) is the 2023 recipient of its \$30,000 community grant. This investment will support FMR’s Environmental Stewardship Institute (ESI), which aims to address gaps between environmental education and environmental career pathways for young adults.

Specifically, the community grant will help empower a youth-led river and riverfront restoration service-learning project including planting native trees and plants, developing signage and building resting structures such as benches for visitors to relax and enjoy the scenery.

“Providing our next generation of leaders with hands-on opportunities to be involved in driving positive, sustainability-minded change in their communities is an impactful mission we are proud to support,” said Tim Wilkin, president of the Minnesota Beverage Association. **“The riverfront is directly linked to the prosperity of our region and this project will impact residents for generations to come.”**

“We’re thankful to partner with Minnesota Beverage and support the great work that Friends of the Mississippi River provides to improve environmental health,” said Kevin Keane, president of the American Beverage Foundation for a Healthy America and president and CEO of American Beverage. **“Together we can be better stewards of our environment and that begins by engaging community members through programs like this so we can all play a role in making our communities healthier and more sustainable.”**

“The health of our region is strengthened when we form strong partnerships and can continue to engage members of our community through education and opportunities,” said [NAME], [POSITION] of the Friends of the Mississippi River. **“This grant will enable us to continue to protect, restore and enhance the Mississippi River and its watershed in the Twin Cities. We appreciate the support from Minnesota Beverage and the American Beverage Foundation for a Healthy America.”**

The project is set to begin in January 2024 with anticipated completion in September 2024.

The riverfront in Minneapolis and St. Paul is a patchwork of public and private ownership, with some areas devoted to parkland. Many areas in need of improvement are concentrated within the most diverse communities. This investment will help transform areas in need into beautiful, viable environments for community members to enjoy. Friends of the Mississippi River has a long history of cleaning up and restoring parcels along the riverfront to native habitats and parkland to benefit wildlife, water quality and recreation.

Since 2011, American Beverage Foundation for a Healthy America has helped support local communities nationwide by providing grants to promote community improvement, health, nutrition, physical activity and/or the environment. The foundation has partnered with state beverage associations across the country to provide matching funds to 84 separate organizations in 30 states.

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About The American Beverage Foundation for a Healthy America (ABFHA):

The American Beverage Foundation for a Healthy America seeks to make a significant contribution to the health of local communities by providing grants to support organizations that work to advance both the physical health of their citizens and the environmental health of their communities.

Learn more about ABFHA at www.beveragefoundation.org.

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To schedule an interview, please contact American Beverage's press office at media@americanbeverage.org.