

the FORUM

NEWSWEEKLY

BUSINESS BRIEFS

■ PepsiCo, one of the world's largest food and beverage companies, and its Smart Spot program have awarded the YMCA of Northwest Louisiana a grant for \$7,500 in support of health and wellness programs related to "Activate America," a long-term initiative designed to strengthen and promote the YMCA's abilities to help more Americans live healthier lives. The grant money will be used at the Broadmoor YMCA to sponsor the YMCA Kid's Triathlon to be held Sept. 6, throughout the 2008-09 school year at YMCA Camp Forbing to sponsor the YMCA's Healthy Kids One Mile Fun Run Series, and at the Carver YMCA at its Summer Academics and Recreation Program to sponsor "Friday Field Days." The grant is one of 400 PepsiCo is allocating to YMCAs around the country for a total gift of \$1 million for 2008.