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# POWERADE® Power Your School Program Pledges \$1 Million in Support of High School Athletics

*Program gives young athletes and supporters the chance to vie for funding by submitting written or video essays that detail their schools' needs*

NEW YORK--(BUSINESS WIRE)-- High school athletics play a critical role in the physical and psychological development of young athletes, yet athletic programs across the country are being subjected to deep budget cuts, leaving many powerless.

In response, POWERADE is helping schools in need by launching the Power Your School program, which will award \$1 million to high school athletic programs around the country. Beginning today, student athletes and their supporters are invited to submit essays demonstrating their schools' needs for the chance to win a share of the funding.

"High school sports don't just provide an outlet for young athletes to hone their skills, they also teach determination, teamwork and the ability to overcome adversity," said Joel Bishop, senior vice president, Glacéau. "Our young athletes are full of big dreams and potential, and through the Power Your School program, POWERADE is committing to helping them on their journeys."

This fall, a total of 500 schools will be awarded with a share of the \$1 million in funding, helping to preserve the playing fields that often serve as an extension of the classroom.

"Everyday we're faced with challenges that are out of our control, and playing sports, you learn to respond by controlling what you can – your work ethic, self-belief and dedication," said POWERADE brand ambassador and basketball superstar, Damian Lillard. "Those learnings alone are enough to put young athletes in position to power through on the road to success."

To get involved in the Power Your School program, participants can visit [POWERADE.com](http://POWERADE.com) and submit written or video essays that detail their schools' needs. Contest entries will be judged based on school need, creativity, and quality of submission.

**Contest entries must be submitted no later than midnight Eastern time on September 30, 2017.** Each entrant is limited to one submission per day. For a complete list of contest rules, please visit [POWERADE.com](http://POWERADE.com). No purchase necessary.

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The Coca-Cola Company  
Debbie Ebalobo, 212-545-6113  
[debalobo@coca-cola.com](mailto:debalobo@coca-cola.com)

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