



Partnership Fact Sheet

The partnership between Stater Bros. Supermarkets, Coca-Cola and California State Parks is making a big impact on California parklands. Not only did the partnership campaigns raise \$1.2 million in 2009 and 2010, but the collaboration and fund-raising campaign has resulted in projects including reforestation, beach clean-up, recycling and maintenance at state parks throughout Southern California. 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. The goal for 2011 is to generate \$750,000 to help preserve the 750,000 acres of parkland in Southern California through the *Preserve Our Parks* campaign.

2011 Preserve Our Parks Campaign (www.preserveourparks.info)

Southern California state parks across six counties will benefit from preservation, beach clean-up and maintenance. A goal of \$750,000 has been set with *Preserve Our Parks*, and the challenge is to help protect the 750,000 acres of state parkland in Southern California. In addition, 2011 marks the 75th anniversary of Stater Bros. Supermarkets and its support for the communities it serves.

2010 Care For Our Coast Campaign (www.careforourcoast.com)

Five of Southern California's busiest state park beaches are safer and cleaner thanks to \$566,425 generated from the *Care For Our Coast* campaign.

More than 700 volunteers turned out for the 2010 Earth Day Clean-up at Huntington State Beach -- the largest volunteer event in California state park history. Volunteers filled hundreds of trash bags, pulled thousands of non-native and invasive plants and completed dozens of maintenance projects in one morning. Highlights of the project include:

- Helping preserve 5 million feet of coastline with funds raised during Care For Our Coast
- Solar compactors/recycling centers in place at five busiest state park beaches.

2009 Reforest California (www.reforestcalifornia.com)

Reforest California raised more than \$580,000 from consumer and corporate donations for 1 million new trees at state parks devastated by wildfires, including Rancho Cuyamaca in San Diego, among others. Highlights include:

- To date, 150,000 saplings are in-ground, with plantings scheduled over the next eight years for a total of 1,083,638 donated trees -- the largest public reforestation project to ever take place in California;
- Received "[Bright Idea](#)" award from Harvard's JFK School of Government that spotlights innovative government programs that address our nation's most pressing public concerns;
- Coca-Cola and Stater Bros. were awarded the Golden Poppy Award in 2011 by the California State Park Foundation for outstanding service.

Partners Available for Comment:

- Jack Brown, CEO of Stater Bros. Markets
- Terence Fitch, Senior VP and GM of Coca-Cola Refreshments
- Ruth Coleman, Director of California State Parks

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