

Shared Responsibility

The world's health challenges are too large and diverse for any one company, group or government to solve. But with our global reach and our associates' must-do sense of responsibility, there's a lot we can do to create a better future for people and families.

Associates are reaching across the marketplace, schools and the workplace to help with programs that support a healthy diet and exercise. In the United States, we have partnered with the YMCA Activate America^{®*} Program to promote community-wide events such as the annual YMCA Healthy Kids Day. This event attracted more than 750,000 children and

families across 1,700 YMCAs and taught valuable lessons about health and activity.

We're also addressing health and wellness issues on a global scale. PepsiCo is supporting the U.N. Millennium Development Goals through our nutrition programs, investments in education, research on sustainable agriculture and partnerships with leading global health organizations. Our ongoing efforts to reformulate products, improve product labeling and promote physical activity are advancing the World Health Organization's strategy to help improve diet and health, as are our partnerships with the National Institutes of Health and the Global Alliance for Improved Nutrition.



PepsiCo developed a program in Mexico designed to generate awareness among schoolchildren about the importance of a healthy diet and daily physical activity. It has been distributed to more than 4,000 elementary and high schools all over the country, reaching 1.5 million children. This program is based upon two main components: educational computer software and the promotion of a 30-minute daily physical activity routine.

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