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FOR IMMEDIATE RELEASE

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Tropicana Products, Inc. Sponsors Day of Caring

~ Title Sponsor for 4th Year in a Row~

FORT PIERCE, FL – Tropicana Products, Inc. will once again be the Title Sponsor for this year's Day of Caring organized by United Way of St. Lucie County. The annual event expects to place over 300 volunteers out into the community this year to complete much-needed projects at local non-profits.

"We're thrilled to have them as our Title Sponsor once again", states Linda Cox, President/CEO of the St. Lucie County Chamber of Commerce and Day of Caring Chair. "Tropicana's financial commitment to this event shows how committed they are to encouraging volunteerism not just among their own employees, but throughout the whole community."

In addition to sponsoring the event, Tropicana will once again recruit a team of employees to complete a project on the day of the event. During past Day of Caring events, volunteers from Tropicana have built a wheelchair accessible garden, painted offices, refurbished landscaping in a courtyard, and helped local foster parents make home improvements.

Tropicana Products, Inc., a division of PepsiCo, is the leading producer and marketer of branded fruit juices whose commitment to quality goes beyond the typical corporate indicators of success. The company views community affairs as an integral part of the way they do business and sees it as their responsibility to support, improve, and give back to the communities where their major facilities are located.

Tropicana employees are known for their dedication and leadership in community volunteerism. Over 200 volunteers helped plan and execute local events and work projects in the past year with the encouragement of their parent company and senior management at the plant.

United Way's Day of Caring supports local non-profit organizations by allowing them to focus their resources on front-line services. Last year's Day of Caring brought 250 volunteers to 13 local non-profit locations to work on various projects- including painting, landscaping, and flower delivery.

To submit a project or sign up a volunteer group for Day of Caring, log onto www.unitedwayslc.org to fill out a form. Companies that are interested in sponsorship should contact Krista Garofalo at (772) 464-5300 or krista.garofalo@unitedwayslc.org.

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