



**** MEDIA ALERT ****

**Coca-Cola Consolidated and DowntownDC BID
Partner to Distribute 1,000 Backpacks to D.C.-Area Families**

WHAT:

Coca-Cola Consolidated, the District's Coca-Cola bottler, has teamed up with the DowntownDC Business Improvement District (BID) to provide 1,000 backpacks for D.C.-area students, with 500 donated by Coca-Cola Consolidated and 500 by the DowntownDC Foundation, the BID's affiliated 501(c)(3) nonprofit. To prepare young learners for the new school year, the backpacks have been stocked with school supplies, including binders, spiral notebooks, rulers, pens, colored pencils, compasses, and a TI-83 calculator.

The backpacks will be distributed at the DC Wave Festival event taking place this Saturday, August 12. Hosted by the membership of Blackberry Acres, LLC, in partnership with Network of Support, this free event promotes healthy lifestyles and awareness of holistic services and support for District residents experiencing hardships. In addition to on-site services and workshops, the festival will feature food, fitness classes, games, and live entertainment.

WHEN: Saturday, August 12, 2023
10 a.m. – 3 p.m. EDT

WHERE: Franklin Park, 1313 I Street NW, Washington, DC, 20005

VISUALS: Press will have an opportunity to video students and families receiving the backpacks, as well as the full DC Wave Festival. The festival runs until 3 p.m., but based on previous events with similar backpack giveaways, all backpacks will likely be distributed within two to three hours.

INTERVIEW OPPORTUNITIES: Media will have the opportunity to interview BID President & CEO Gerren Price as well as the families receiving the backpacks.

MEDIA CONTACT:

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