



For Immediate Release:
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Hillsborough County Classrooms Convert, Paint, and Install Rain Barrels in their Community

(Tampa) Barrels by the Bay, a non-profit organization committed to using rain barrels to educate individuals about conservation and sustainability, is teaming up with Coca-Cola Beverages Florida, LLC (Coke Florida) to launch the 2019 Barrels by the Bay Tampa Project on Monday, March 11, 2019. Twenty-five classrooms throughout Hillsborough County public and private schools will participate in the school program. As a continued commitment to water stewardship and making a sustainable impact at the local level, Coke Florida has donated their syrup barrels to be “upcycled” and converted into rain barrel systems.

Twenty-five (25) syrup drums and rain barrel conversion kits will be distributed to registered classrooms in Hillsborough County, Florida at the Coke Florida Headquarters on Monday, March 11 from 2PM to 4PM (10117 Princess Palm Ave, Tampa, FL 33610). The Tampa Project gives students of all ages the opportunity to learn more about their local waterways and how stormwater runoff concerns can be minimized through the use of rain barrels. In addition to the barrels, participating teachers will be provided all painting, education, and installation materials for the project. All painted rain barrels will be installed into local infrastructure of the classrooms’ choosing, helping to protect their community’s water resources.

“We are excited to launch our second school program in Hillsborough County. The students participating in our program are converting and painting rain barrels to sustain their local waterways. The Tampa Bay is an important part of this region, and our priority is ensuring that the next generation understands this importance as well”, Megan Rosenberger, President and Founder.

“Coke Florida has a long-standing commitment to water stewardship, as it is one of our environmental priorities to conserve, restore and replenish our local water supplies,” said Erin Black, Coke Florida’s Vice President, Sustainability and Risk Management. “Through our partnership with Barrels by the Bay, we upcycle our syrup concentrate drums into rain barrels, which will be heavily utilized in Orange County to mitigate the overuse of groundwater. Rain barrel events provide just one opportunity to be on the frontlines to educate people about conserving and reusing water in our shared communities.”

Please visit www.barrelsbythebay.org to learn more about the Barrels by the Bay Tampa Project.

About Barrels by the Bay

After a devastating rainfall flooded her hometown community, Megan Rosenberger began to educate her community about rain barrels and their positive impact on pollution and flooding reduction. In March 2015, while a midshipman at the US Naval Academy, Megan founded Barrels by the Bay, a 501(c)(3) nonprofit organization whose mission is to educate individuals about world's water resources. Since its founding in 2015, Barrels by the Bay has reached over 15,000 participants in five states and Washington, D.C., reducing millions of gallons of potentially contaminated rainwater runoff annually. For more information about Barrels by the Bay, visit www.barrelsbythebay.org.

About Coca-Cola Beverages Florida, LLC

Coca-Cola Beverages Florida, LLC (Coke Florida) is a family-owned independent Coca-Cola bottler. Coke Florida's exclusive sales and distribution territory covers over 18 million consumers across 47 Florida counties, and includes the major metropolitan markets of Jacksonville, Miami, Orlando and Tampa. Coke Florida manufactures, sells and distributes over 600 products of The Coca-Cola Company and other partner companies including Monster Energy and BODYARMOR. Coke Florida is the third-largest privately-held, and the sixth-largest independent bottler of Coca-Cola products in the United States. The company is also one of America's largest black-owned businesses. Coke Florida was founded in 2015 and is headquartered in Tampa, Florida. For more information, please visit cocacolafloida.com.

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