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**Boston Basketball Star Paul Pierce, Coca-Cola Instruct
200 Local Children on Healthy Living for Mind, Body and Soul**

**Paul Pierce Visits Blue Hill Boys & Girls Club as part of
Coca-Cola's Triple Play Program**

BOSTON (December 18, 2009) Boston basketball star Paul Pierce joined more than 200 local children yesterday at Boys & Girls Clubs of Boston's Blue Hill Club to participate in Coca-Cola's Triple Play wellness program. Pierce, who recently launched his own healthy living initiative, the Truth on Health, made an appearance to teach participants the importance of making healthy lifestyle choices.

The event, which took place at the George Robert White Youth Development Center at the Blue Hill Boys & Girls Club in Dorchester, featured an interactive program involving three holistic areas of focus: the Mind, Body and Soul. Pierce helped the children learn fun ways to stay healthy and keep fit with food tastings, tips and facts for living a healthy lifestyle, and exercises including basketball drills and jumping jacks.

"Staying active and eating healthy have been very important to my success, so I think it's crucial for kids to understand that exercise and nutrition are one of the keys to leading a happy and fulfilling life," said Pierce. "This is an issue that is extremely important to me and given how big problem sedentary lifestyles among our country's youth has become, it's critical that we have programs such as Coca-Cola's Triple Play and my FitClub34 initiative, which provide kids with the tools and information they need to make healthy choices."

Triple Play, sponsored by The Coca-Cola Company, is a dynamic wellness program currently offered in Boys & Girls Clubs that demonstrates how eating right, keeping fit and forming positive relationships add up to a healthy lifestyle. Triple Play is the largest wellness endeavor ever undertaken by Boys & Girls Clubs of America and currently serves over 4.8 million youth.

"Coca-Cola is proud to be a part of this event," said Toney Anaya, Vice President of Public Affairs, Coca-Cola Enterprises, Inc. "It's great to bring together members from five different Boys & Girls Clubs of Boston where they can learn about balance and moderation through the Triple Play program and have fun at the same time."

Since the program's launch in 2005, Clubs across the country have seen encouraging lifestyle changes in their members. A two-year study of more than 2,000 members ages 9 to 14, showed that Triple Play succeeded in motivating children to exercise more, eat more balanced diets and feel better about themselves. For more information about Coca-Cola's involvement in the Triple Play program visit www.livepositively.com.

Paul Pierce's Truth on Health initiative is designed to empower and inspire young people to lead healthier lifestyles. The seven-time NBA All-Star personally oversees The Truth on Health's

signature component, FitClub34 by Harvard Pilgrim, a web-based “fit” club that provides children with the information, resources, and tools necessary to become more active and physically fit. The program encourages and incentivizes 10-14 year-olds from New England and across the country to make a one-year pledge to eat healthy and engage in sixty-minutes of daily physical activity. FitClub34 provides monthly challenges, healthy recipes and reward-based incentives for kids who participate in the program. Children can sign up to be a part of FitClub34 at www.paulpierce.net

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