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# News Release

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## A Different kind of Pepsi Challenge for Abbotsford

**Abbotsford, September 1, 2010** – The City of Abbotsford has partnered with Abbotsford Connected Neighbourhoods to take a different type of Pepsi Challenge, announced Mayor George W. Peary today.

The City of Abbotsford and Abbotsford Connected Neighbourhoods have made a \$25,000 grant application through the Pepsi Refresh Project – an online grant program from Pepsi that awards monetary grants for community improvement projects across the country every two months.

“We are competing online against other communities to win \$25,000 for Abbotsford,” said Peary. “If our application is successful, the money from Pepsi will be transferred into home improvement grants of \$1,000 each for eligible Abbotsford households.”

Pepsi awards its Refresh Project grants through an online voting system where the public is encouraged to go online and view the applications, and then vote for the project they feel will have the greatest positive impact.

Abbotsford’s grant application, titled *Abbotsford Front Porch Pride*, can be voted for online on the Pepsi Refresh Project website [www.refresheverything.ca/frontporchproject](http://www.refresheverything.ca/frontporchproject). Abbotsford supporters can vote for the *Front Porch Pride* project once per day between September 1 and October 31, 2010.

“The City is seeking to support the work of Abbotsford Connected Neighbourhoods in building neighbourhood capacity and also provide residents with incentives to improve their property’s appearance,” said Peary. “We hope everyone will go online between now and October 31<sup>st</sup> to support the *Abbotsford Front Porch Pride* grant application.”

Abbotsford Connected Neighbourhoods has also created a YouTube video in support of the *Abbotsford Front Porch Pride* grant application that can be viewed online at: [www.youtube.com/watch?v=0DOIHNZjL9M](http://www.youtube.com/watch?v=0DOIHNZjL9M).

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