

# Pepsi Fights Dropout Rate by Sponsoring Newest "Choice Bus"

"The Choice Bus powered by Pepsi" to tour Southern states to keep kids in school

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Powered by a Pepsi Refresh Grant, thousands of youth across the South will climb aboard a Mattie C. Stewart Foundation (MCSF) **Choice Bus** to answer the call to stay in school.

**The Choice Bus** powered by Pepsi is a half classroom, half prison cell mobile experience showing students the likely consequences of choosing to drop out of school. **The Choice Bus** has impacted nearly one million students since the first bus launched in 2008, and has been

featured on Shepard Smith's Fox News Report and in [USA Today](#). This third addition to the MCSF **Choice Bus** fleet launched today with officials from the Buffalo Rock Company and other corporate leaders in Birmingham, Alabama. Buffalo Rock, a leading Pepsi bottling company, teamed up with [PepsiCo, Inc.](#) for a Pepsi Refresh Grant to sponsor **The Choice Bus** powered by Pepsi, which will tour schools in multiple states beginning this fall.

"We are thankful for the relationship we have with the foundation," said Jimmy Lee III, Chairman and CEO of the Buffalo Rock Company. "Through the Pepsi Refresh Grant, we are able to help transform the lives of our youth across the county."

"Education is the key to a successful life. We need to show our children that each one of them has the potential to pursue a career and make a good living," said [Dr. Shelley Stewart](#), Founder and President of The Mattie C. Stewart Foundation. "The foundation applauds PepsiCo and Buffalo Rock Company for this opportunity to make a difference in the lives of our children."

MCSF has impacted the lives of thousands of youth in 45 states using **InsideOut**, a classroom documentary and supporting curriculum seen by more than 5 million people, and also **The Choice Buses** currently in operation. For more information about the foundation and its tools, visit [www.mattiecstewart.org](http://www.mattiecstewart.org).

## **About The Mattie C. Stewart Foundation**

The mission of the foundation is to create tools and resources to help educators, community leaders and parents effectively address the dropout rate and increase the graduation rate. The foundation partners with America's Promise Alliance, the National Dropout Prevention Center, Verizon Wireless, PepsiCo, Shelby County, State Farm and Communities In Schools.

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