



FOR MORE INFORMATION CONTACT:
DEIDRA SANDERSON
(205) 588-0510
dsanderson@marchofdimes.com

**MARCH OF DIMES NAMES BUFFALO ROCK
CHAIRMAN AND CEO JAMES C. LEE, III
2011 CITIZEN OF THE YEAR**

Lee to be Honored at 18th Annual Recognition and Testimonial Event

BIRMINGHAM, Ala. – James C. Lee, III, Chairman and CEO of Buffalo Rock, has been named the March of Dimes 2012 Alabama Citizen of the Year. Lee will be honored at the 18th Annual March of Dimes Alabama Citizen of the Year Testimonial Reception Tuesday, Nov. 13, 2012 at B & A Warehouse in Birmingham. Lee and his group of Mission Chairs have set a goal of raising \$325,000 for March of Dimes over the next few months.

The March of Dimes Alabama Citizen of the Year honors an outstanding citizen of Alabama whose distinguished leadership and devoted service to the community have contributed greatly to the quality of life for Alabama and its people. The recipient is a person who, in the victory of achieving success and acclaim, has given back generously to others. The Alabama Citizen of the Year event has raised almost \$2 million for the March of Dimes.

“We truly feel that Mr. Lee embodies every aspect we look for in a Citizen of the Year honoree—distinguished leadership, devoted service to the community, and giving back generously to others. As a fourth generation Lee and Buffalo Rock owner, Jimmy is following in his family’s footsteps by contributing greatly to the quality of life for Alabama and its people,” says Senator J. T. “Jabo” Waggoner, March of Dimes Board Member and event chairman. “We can think of no one more deserving to receive this distinguished award this year than our chosen recipient.”

James C. Lee, III (“Jimmy”), currently serves as Chairman of the Board and CEO of Buffalo Rock Company, the largest privately-held, single-family owned Pepsi-Cola franchise in the United States. Jimmy is the fourth generation Lee to take over the business. Buffalo Rock began in 1901 and currently employs over 2,100 employees in the Corporate Headquarters Facility and fourteen different locations across Alabama, Georgia and Florida. Serving over 6.5 million people, the company provides wholesale beverage and snack sales, full-line vending and catering services.

Jimmy’s career with Buffalo Rock Company began at age 12, where he worked in the summer. Jimmy graduated from Auburn University in 1970. He spent one year working with Pepsi-Cola Company, then began working full time at Buffalo Rock Company in 1971.



A Birmingham resident and fourth generation Lee, Jimmy's efforts are concentrated toward community involvement. With his encouragement and support, Buffalo Rock makes significant contributions to the community through sponsorship of charitable events, including donations of time, services and product. Jimmy devotes a significant amount of his time to a long-term civic project with Bent Brook Golf Course. The facility is the first privately-owned public course in Birmingham that offers residents another alternative for public golf.

He currently serves as Vice Chairman on the board of Children's Hospital of Alabama, as well as Past President of the Vestavia Park Foundation, Past President of Children's Hospital Foundation Board, Past Board Member of the American Beverage Association, and Past President of the Auburn University Athletic Development Council.

"I'm truly humbled to be honored by such an impactful organization, whose endeavors have made a difference in children's lives for over 70 years," stated Lee. "The research supported by the March of Dimes has led to dramatic reductions in the numbers of premature births, birth defects, and infant mortalities over the years and Buffalo Rock is proud to be a small part of that success."

Corporate sponsorships begin at \$2,500 and can be purchased by calling Deidra Sanderson at (205) 588-0510. Guests will enjoy a fabulous silent auction, an array of fine wines and cocktails, as well as amazing, specially-prepared heavy hors d'oeuvres throughout the evening. All proceeds benefit the March of Dimes. For tickets or more information on the event, please contact Deidra Sanderson, March of Dimes Alabama Chapter North Central Senior Community Director, at (205) 588-0510.

About the March of Dimes and Past Citizen of the Year Honorees

The March of Dimes is a national voluntary health agency whose mission is to improve the health of babies by preventing premature birth, birth defects, and infant mortality. Founded in 1938 by Franklin D. Roosevelt, the March of Dimes funds programs of research, community services, education, and advocacy to save babies, and in 2003 launched a campaign to address the increasing rate of premature birth. Currently, the March of Dimes has more than \$1,000,000 invested in Alabama community programs and research projects. For more information, visit the March of Dimes website at marchofdimes.com/Alabama or its Spanish website at nacersano.org.

Past Citizen of the Year honorees include:

- 2011, Manolo Sanchez, BBVA U.S. Country Manager and President and CEO, BBVA Compass
- 2010, Terry Kellogg, President and CEO, Blue Cross and Blue Shield of Alabama
- 2009, Garry L. Gause, President and CEO, Brookwood Medical Center
- 2008, Dr. Carol Z. Garrison, President, UAB
- 2007, Bettye Fine Collins, President, Jefferson County Commission
- 2006, Mayor Tony Petelos, City of Hoover
- 2005, Senator J. T. "Jabo" Waggoner, Alabama State Senate



- 2004, Bill Taylor, President and CEO, Mercedes-Benz International
- 2003, Gene Hallman, President and CEO, Alabama Sports Foundation
- 2002, Dr. Shelley Stewart, President and CEO, O2 Ideas
- 2001, Larry D. Striplin, Jr., Nelson-Brantley Glass Contractors, Inc.
- 2000, Glenda and Elmer Harris, Alabama Power Company
- 1999, Richard Scrushy, HealthSouth Corporation
- 1998, Lawrence J. Lemak, Alabama Sports Medicine and Orthopaedic Center
- 1997, Mayor Larry P. Langford, City of Birmingham
- 1996, State Representative Bill Fuller
- 1995, Dr. E. Gaylon McCollough, McCollough Plastic Surgery Clinic

About Buffalo Rock Company

Buffalo Rock Company is one of the nation's largest privately-held, family-owned Pepsi and Dr. Pepper bottlers in the U.S. The company employs over 2,100 employee-partners who service a population of over 6 million consumers throughout Alabama, Western Georgia and the panhandle of Florida. James C. Lee, III, Chairman of the Board and CEO, and fourth generation Lee, brings more than 40 years of experience to his company that exceeds \$500 million in revenue annually. With over 110 years in business and an average of 30 years of experience among its executive team, the company is positioned for continued growth and to meet the soft drink beverage demands of an ever-changing consumer. For more information about Buffalo Rock Company, please visit www.buffalorock.com.

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