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**TACO JOHN'S**

**The Fresh Taste of West-Mex**

### Press Release

Contact: Zachary Rupe  
641-799-7944  
zkrupe@mchsi.com

#### **PEPSI AND TACO JOHN'S ANNOUNCE LOCAL WINNER OF PEPSI/TACO JOHN'S REFRESH PROJECT**

#### **– Wapello County Trails Council Awarded \$2,000 Grant to Provide More Trails –**

Cheyenne, WY – July 6, 2010 – The Pepsi Refresh Project and Taco John's partnered their efforts to fund ideas, big and small, that could refresh local Taco John's communities by announcing that the Wapello County Trails Council was the recipient of a \$2,000 grant to provide more local trails. In 2010, Pepsi is awarding more than \$20 million nationally to ideas that will move the world forward, but wanted to make sure local communities also had a chance by using their partnership with Taco John's to make available funds for local Taco John's communities.

Ottumwa based Taco John's area manager, Zachary Rupe, and KOTM/KLEE's general manager, Richard Palen, jumped at the opportunity to help their community by nominating the Wapello Country Trails Council. In working with the Council on the nominations form, the \$2,000 will be used to help support construction of trails in the community, benefiting local citizens and visitors. Rupe said, "The current trails for walking, biking and hiking promote health and fitness to our community and Taco John's supports those efforts."

“The Pepsi/Taco John’s Refresh Project is about people from local communities coming up with ideas that will refresh the world, one local project at a time, said Renée Middleton, Vice President of Marketing at Taco John’s. “The Wapello County Trails Council is a great example of how people everywhere are producing powerful, creative and fun ideas that can create positive change,” she said.

The Check Presentation was August 6, 2010 at Taco John's. Attending the presentation was Kim Hellige, president Wapello County Trails Council, Chad Irving and Jeff Parlet from Mahaska Bottling Company, Inc/Pepsi and Terra McPheter, Tiffany Stansbeary and Zachary Rupe from Taco John's.

The Pepsi Refresh Project can be found at [www.RefreshEverything.com](http://www.RefreshEverything.com) or find more information on Facebook at [www.facebook.com/refresheverything](http://www.facebook.com/refresheverything) and Twitter, @Pepsi or #pepsirefresh. For more information on Taco John’s visit [www.tacojohns.com](http://www.tacojohns.com) or follow on Facebook at [www.facebook.com/tacojohns](http://www.facebook.com/tacojohns) and Twitter, @tacojohns.