



Joint Industrial Development Authority

of Wythe County, Wytheville & Rural Retreat

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PRESS RELEASE

Gatorade Blue Ridge Receives Joint IDA Special Recognition Award

WYTHEVILLE—The Joint Industrial Development Authority presented its Special Recognition Award to Gatorade Blue Ridge at the Wytheville-Wythe-Bland Chamber of Commerce annual membership dinner held at the Wytheville Meeting Center on November 17, 2008. Gatorade Blue Ridge, located in Progress Park, employs approximately 300 people and actively supports the local community, including the United Way of Wythe County, Wytheville-Wythe-Bland Chamber of Commerce, Chautauqua Festival, and Wythe Manufacturing Council, as well as other education, recreation, and cultural events and activities.

The Gatorade Blue Ridge facility officially opened in November 2006. The facility produces and distributes Gatorade Thirst Quencher and Propel fitness water to customers in the mid-Atlantic and Ohio Valley regions. At just under one million square feet, the facility is Wythe County's largest. In 2007, the Gatorade Blue Ridge facility received the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) designation at the gold certification level and was the largest food and beverage production facility in the world to achieve the LEED gold-level designation at that time. Gatorade is a division of the PepsiCo family of brands and a leading producer and distributor of sports drinks.

The Joint IDA will present its Industry Tenure Awards (in five year intervals) for Wythe County industries at a luncheon to be held in January 2009 at the Wytheville Meeting Center.

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