

**Coca-Cola Beverages Florida partners with the Starfish Foundation to bring PowHERful™
Summit to Tampa Bay**

Coca-Cola Beverages Florida (CCBF) was proud to welcome the 2016 Starfish Foundation, PowHERful™ Summit to Tampa on Saturday, February 20, 2016. PowHERful™ was a full day of empowerment with an emphasis on educational, professional, and personal development. The day featured over 150 young women who learned from industry experts on topics such as digital and financial literacy, STEM, workforce development, college preparedness, health and wellness and more.

In May 2015, Coca-Cola Beverages Florida and Soledad O'Brien's Starfish Foundation made a commitment to partner with one another to support, empower and encourage young women throughout Florida. This partnership is an exciting venture expanding opportunities for young women and giving them the tools to achieve success.

Starfish Foundation is founded by award winning journalist Soledad O'Brien and her husband, Brad Raymond. The Starfish Foundation exists to provide hardworking young women with the resources necessary to succeed. For reasons beyond their control, many young women of color from low-income families are less likely than their middle-class counterparts to attend and finish college. This makes it tough for them to get well-paying jobs, maintain healthy lifestyles and enjoy full societal and civic participation. What many of these young women do have, however, is intellect, resilience and spark. Starfish exists to get these young women out of the shadows and onto the road toward their dreams.

Coca-Cola Beverages Florida is excited and proud to partner with Soledad O'Brien and the Starfish Foundation. CCBF believes passionately in providing opportunities for women to thrive in our communities.

To learn more about Starfish, please visit <http://starfishscholars.org/>.