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# Stack on Sports

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## Turning up the Heat on healthy drink options

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Written by [contentmen](#) on 06/15/2010 10:42:08 AM

The beverage options at sports arenas are usually very predictable. The only real variation seems to be in whether Pepsi or Coca-Cola products are offered, and from there whether you prefer Pepsi or Mountain Dew or Coca-Cola or Sprite. The Miami Heat are looking to change that.

An agreement was made recently between the Heat and Sparkling Edge Enterprises (SEE) in order to change the Heat's "beverage needs" at AmericanAirlines Arena, according to a press release disbursed by the Heat. SEE's president, Jean M. Terminiello, has experience in the beverage industry and is expected to help shift drink options at AmericanAirlines Arena which could include meal replacement drinks, flavored drinks, teas and juices, according to a Heat representative.

Poor health among children is typically described as a reason to cut down on unhealthy drink options available in public venues, but adults can be just as affected as children.

A recent study of more than 60,000 people in Singapore discovered that people who drink two or more soft drinks per week had an 87 percent higher risk of developing pancreatic cancer, which has 230,000 cases around the world. The study, which was led by Mark Pereira of the University of Minnesota and published in the journal Cancer Epidemiology, Biomarkers & Prevention, was studied over 14 years.

This doesn't mean that drinking soda twice a week guarantees someone for pancreatic cancer. There are obviously other negative health benefits derived from consuming sodas. That's why it's vital for pro sports teams to comprise the best possible drink options for their customers' health.

Other factors get in the way, such as sponsorships with a company which wants its product sold in the arena. Money talks and that's a reality of life. Yet sports teams hold a social responsibility to give their customers options. Leave it up to the customer to choose Pepsi or a healthy juice drink. In this case, the Heat are making a smart decision in recognizing the wish of some people to have healthier drink options. It'll be interesting to see if the precedent they set is followed by other teams.

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