

The Coca-Cola Company

news release

Public Affairs & Communications
P.O. Box 1734, Atlanta, Georgia 30301
404/676-2121

FOR IMMEDIATE RELEASE

Contacts: Rand Carpenter
Coca-Cola North America
(404) 676-0700
rcarpenter@na.ko.com

BEAR HEAD LAKE STATE PARK IN MINNESOTA VOTED “AMERICA’S FAVORITE PARK” THROUGH COCA-COLA CAMPAIGN

Millions of Americans across the country proved the power of social media and the strength of their voice through this summer’s “America Is Your Park” campaign

ATLANTA, September 9, 2010 – When Coca-Cola issued a call for American families to vote for their favorite park, millions answered. The “America Is Your Park” campaign ignited a fierce competition online, across the airwaves and in newspapers across the country, with Bear Head Lake State Park in Ely, Minnesota emerging as “America’s Favorite Park” thanks to more than 1.6 million votes. People across the United States cast over 5.7 million votes during this unique online campaign that encouraged families to be active outdoors this summer and visit LivePositively.com to help their favorite park win funding. In addition to winning the title of “America’s Favorite Park,” Bear Head Lake State Park was awarded a \$100,000 recreation grant made possible by Coca-Cola’s Live Positively initiative.

“It’s clear that our nation’s parks hold a special place in the hearts of Americans. This outpouring of support shows the power we each have to change our communities with the click of a button,” said Celeste Bottorff, Vice President of Living Well, Coca-Cola North America. “Coca-Cola has always been a part of fun with friends and families and our parks play a critical role, delivering active environments for those good times.”

Through its partnership with the National Park Foundation and the National Park Service, and in collaboration with America’s State Parks and the America’s State Parks Foundation, Coca-Cola donated more than \$500,000 in grants to national, state and local parks across the country this summer for new activity equipment such as bikes and kayaks, and the restoration and construction of activity areas. In addition to millions of online voters, many others came out to local health and wellness events hosted by Coca-Cola that featured Women’s National Basketball Association FIT Clinics at parks in select cities across the country.

- more -

The quest to recognize "America's Favorite Park" sparked efforts in many communities where passionate park advocates organized voting drives, passed out flyers, mobilized "park friends" networks and used various social media channels to drive people to vote for their park to win the grant.

"I run and exercise in the park regularly and really got behind the 'America Is Your Park' campaign because it's a phenomenal way for people like me to help their favorite park win money for restorations and new equipment," said Ryan Seacrest, host of the syndicated radio show, "On-Air with Ryan Seacrest," and television personality. "I know first-hand how spending time in the park can change your mood and outlook, so I congratulate Bear Head Lake State Park for being crowned 'America's Favorite Park' and winning the grant from Coca-Cola."

Bear Head Lake State Park, one of 73 parks and recreation areas in the Minnesota Department of Natural Resources (DNR) state parks and trails system, plans to use the \$100,000 recreation grant to promote outdoor recreation and enhance places in the park for people of all ages to play. Specifically, the park plans to build a much-needed trail center where hikers, paddlers, snowshoers and others can gather before heading outdoors to explore.

"I am honored that people from around the country mobilized to get out the vote for Bear Head Lake State Park as 'America's Favorite Park'," said DNR Commissioner Mark Holsten. "We very much appreciate the generous grant the park will receive from Coca-Cola and the support from the America's State Parks Foundation. It was unexpected, and we are grateful. The grant will ensure that the 100,000-plus people who visit this park each year will have more options for being active outdoors and creating lasting family memories."

About the "America Is Your Park" Campaign

For over 40 years, Coca-Cola has supported America's national parks through programs like "America Is Your Park". Through its support of individual parks and the National Park Foundation, the official charity of America's national parks, Coca-Cola has helped maintain and rebuild 260 miles of trails so families can be active together while enjoying the great outdoors. In the last four years, Coca-Cola has donated over four million dollars to national parks for restoration and renovation.

In addition to donating more than \$500,000 in grants to national, local and state parks this summer, Coca-Cola also gave away many fun prizes, annual passes and family vacations to numerous national parks through programs on MyCokeRewards. Additionally, 370 people submitted entries into the Summer Snapshot Contest through the Coca-Cola page on Facebook, and consumers donated nearly 500,000 MyCokeReward points to the National Park

Foundation. Consumers are also encouraged to continue visiting MyCoke.com to upload their laugh to the Smile-izer. For every laugh submitted, a dollar will be donated to the National Park Foundation, up to \$50,000.

About Bear Head Lake State Park

Bear Head Lake State Park provides the opportunity to experience first hand the beautiful Northwoods for which Minnesota is so well known. A popular place to camp, canoe, and fish, the park has more than 100,000 visitors a year. Park highlights include 23 miles of pristine lakeshore and abundant wildlife, with stands of white and red pine trees that tower over birch, aspen and fir trees. Located just south of the Boundary Waters Canoe Area (BWCA), it shares a similar wilderness quality, but amenities such as camper cabins, drive-in campsites and running water make it more accessible than the BWCA. As its name implies, Bear Head Lake State Park is home to black bears, as well as nesting eagles, wolves and moose. More information about the park, including a virtual tour with 360-degree panoramic photos of the park's pristine forests and shoreline, can be found at dnr.state.mn.us/state_parks/bear_head_lake/index.html.

About the National Park Foundation

You are the part-owner of 84 million acres of the world's most treasured landscapes, ecosystems, and historical sites -- all protected in America's nearly 400 national parks. Chartered by Congress, the National Park Foundation is the official charity of America's national parks. We work hand in hand with the National Park Service to help connect you and all Americans to the parks, and to make sure that they are preserved for the generations who will follow. Join us – This is Your Land. www.nationalparks.org.

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Along with Coca-Cola[®], recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke[®], Fanta[®], Sprite[®], Coca-Cola Zero[®], vitaminwater[®], Powerade[®], Minute Maid[®], Simply[®] and Georgia[®]. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.6 billion servings a day. With an

Coca-Cola awards recreation grant to America's Favorite Park
Page Two

enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at www.thecoca-colacompany.com.

###

- more -