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**CALLING ALL FAMILIES! COME OUT AND PLAY THIS SUMMER WITH COCA-COLA AND
THE NATIONAL PARKS**

“America Is Your Park” campaign offers families across the country an opportunity to be active and support their favorite park

ATLANTA, July 29, 2010 – Remember the old refrain, “All work and no play makes Jack a dull boy?” Who wants to be dull? Coca-Cola, the National Park Foundation and renowned medical/diet expert Dr. Ian Smith want you to add a little fun into your life by making playdates in the parks for you and your family this summer. The “America Is Your Park” campaign launches today to encourage millions of Americans to be active outdoors and to cast a vote for their favorite park to win a \$100,000 recreation grant made possible by Coca-Cola’s Live Positively initiative.

“We understand that more families are looking for ways to have fun and be active together, but might lack the resources or an outside space to do so,” said Katie J. Bayne, President and General Manager, Sparkling Beverages, Coca-Cola North America. “Coca-Cola has supported America’s national parks for the past 40 years through campaigns like this because of our belief that everyone needs a place to play and spend time with family and friends.”

Through online engagement and community grants, Coca-Cola is donating more than \$500,000 to national, state and local parks across the country to restore or rebuild places for people of all ages to play. The campaign also encourages people to support the national and state parks system by voting for their favorite park on LivePositively.com through August 31, 2010 or coming out to local park health and wellness events that Coca-Cola will host this summer – all with the goal of making their communities a better place to live.

“Being physically active and maintaining a balanced diet should be a very important part of every family’s health plan,” said Dr. Ian Smith, medical/diet expert on VH1’s highly rated

“Celebrity Fit Club” and creator and founder of The 50 Million Pound Challenge. “National parks have been part of the American family experience for years, and playing in the park is a simple way for people to lead healthier and more balanced lives.”

Through the support of individual parks and the partnership with the National Park Foundation, Coca-Cola has donated more than \$13 million for restoration and renovation of our country’s parks, including the restoration of more than 260 miles of “Active Trails” for families to hike and explore, and is developing the first sustainable recycling program at The National Mall, a national park in the heart of the Nation’s Capital, Washington, D.C.

“The rewards of our long-standing partnership with Coca-Cola lie in hundreds of miles of restored hiking trails, renovated landmarks and millions of dollars in renovated park facilities provided throughout the years,” said Neil Mulholland, President and CEO, National Park Foundation. “The positive impact of ‘America Is Your Park’ and similar campaigns will be felt for years to come by families who will have improved facilities to be active and have fun outdoors.”

About the “America Is Your Park” Campaign

Every day should be a day in the park this summer. That’s why Coca-Cola will be giving away fun prizes as well as annual passes and family vacations to America’s 392 parks through programs on MyCokeRewards and the Summer Snapshot Contest on the Coke Facebook page. Consumers are also encouraged to visit 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.

What’s more, from July 29 to August 31, people can go to LivePositively.com to cast a vote for their favorite park to win the title of “America’s Favorite Park” and a \$100,000 grant from Coca-Cola for new activity equipment such as bikes and kayaks, or for the restoration and construction of activity areas. Additionally, Coca-Cola will work with the Women’s National Basketball Association (WNBA) to host WNBA FIT Clinics at parks in select cities across the country, as part of a new multiyear marketing partnership agreement. To learn more about Coca-Cola’s efforts in our nation’s parks and to vote for your favorite park, visit www.livepositively.com.

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 Coffee[®]. 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 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.

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