

News Release



FOR IMMEDIATE RELEASE
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Your Vote Could Give \$100,000 to a State Park

Coca-Cola's Summer Campaign Supports a "Favorite Park" vote

We all know the budget story for park systems across the country, right? Well, here's a program from Coca-Cola that is designed to encourage millions of Americans to be active outdoors and cast a vote for their favorite park to give that park money.

If you do so, as part of Coca-Cola's Live Positively initiative, then the park with the most votes will win a \$100,000 recreation grant.

From July 29 through 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.

We have heard that a few other states are getting huge numbers of votes from their residents, so we are hoping that Californians rise up and decide that they will not be outdone in their support for one of the finest park system in the world.

Below is an excerpt from the Coca-Cola news release recently issued:

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 and rebuilt 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.

"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," said Katie J. Bayne, President and General manager, Sparkling Beverages, Coca-Cola North America.

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For energy efficient recreation –
California State Parks on the Internet: www.parks.ca.gov>



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