

News Release

COCA-COLA WANTS AMERICA TO BE FIT!

Coca-Cola Gives More Than \$13 Million to Fund Fitness and Nutrition Education Programs Across the U.S.

ATLANTA, Nov. 12, 2012 – They're playing tennis in Portland, dancing in Atlanta, boot-camping in Chicago and working out in fitness centers all over America. From coast to coast, community organizations are amplifying their active living and nutrition education programs due in part to local grants from The Coca-Cola Foundation.

Through grants both large and small, the philanthropic arm of The Coca-Cola Company strives to build strong communities by supporting individuals, families and neighborhoods to live active, healthy lifestyles. These grants make a significant impact by creating opportunities for nutrition education and physical activity program expansion through local organizations.

For example, last month the Foundation awarded \$300,000 to the U.S. Soccer Federation Foundation to fund its Soccer for Success program in underserved communities in Seattle, Los Angeles, Houston, Chicago, Detroit, New York and Miami. Earlier this summer, the Good Sports organization was awarded a \$200,000 grant for its Good Sports 2012 program – providing equipment and offsetting participation costs for more than 40,000 youth in select cities.

Understanding that physical activity is not limited to traditional sports engagement, the Foundation awarded \$15,000 and \$50,000 respectively to the Moving in the Spirit and Center for Puppetry Arts organizations based in Atlanta. The grants support art-infused dance-fitness education to promote good health and wellness habits.

Today, the Foundation announced a \$3 million multi-year grant to the Garfield Park Conservatory Alliance (GPC) in Chicago. Through this grant, GPC and the Chicago Park District (CPD) will create the Park Families Wellness Initiative. This program will feature affordable nutrition and active lifestyle programming for communities in Chicago who are most in need of wellness services.

“The Coca-Cola Foundation is committed to building – and sustaining – strong, healthy communities,” said Steve Cahillane, President and CEO, Coca-Cola Refreshments. “Working in partnership with local and national organizations allows the Foundation to reach and inspire more people to live healthy, active lives.”

Working with the National Foundation for Governor's Fitness Councils® and the American College of Sports Medicine, The Coca-Cola Company dedicated \$5 million to place 100 new fitness centers in schools across the U.S. over the next five years. The centers will

feature state-of-the-art fitness equipment and provide more than 5 million workouts annually. This effort expands on a pilot program in California with Jake “Body by Jake[®]” Steinfeld, former Chairman of the California Governor’s Council on Physical Fitness and Sports and current Chairman of the National Foundation for Governors’ Fitness Councils. To date, three schools in Philadelphia, Washington D.C. and Boston have been identified as fitness center locations. By the end of 2012, the National Foundation will dedicate 15 Live Positively Fitness Centers in elementary and middle schools across the country.

Supporting nutrition education initiatives and physical activity programs helps people understand the importance of consuming a sensible, balanced diet and maintaining energy balance.

Through support from the Foundation, organizations like the Academy for Nutrition and Dietetics are able to provide dietician-led scientifically-based health and nutrition lessons in their local communities. Across our Coca-Cola Digital Network, comprised of more than 60 digital outlets, we have partnered with health professionals such as the American Academy of Family Physicians, American College of Cardiology and National Medical Society to deliver important public health messages.

“We remain committed to taking bold and decisive steps towards promoting workable solutions to obesity,” said Cahillane. “By working collaboratively with government, business and civil society, we can provide people with nutrition education and support many vital programs that help people lead active lives.”

In 2012, other organizations receiving grants to support active, healthy living programs include:

- **San Francisco Parks Alliance**, *San Francisco, CA*
- **Big Sur International Marathon**, *Carmel, CA*
- **CAN DO Houston**, *Houston, TX*
- **YMCA of Greater New York**, *New York, NY*
- **Portland After-School Tennis & Education, Inc.**, *Portland, OR*
- **National Hip-Hop Summit Council**, *New York, NY*
- **American Diabetes Association**, *Atlanta, GA*
- **America’s State Parks Foundation**, *Raleigh, NC*
- **Body Sculptors of New York, Inc.**, *New York, NY*
- **Sheriffs Activities League**, *San Mateo County, CA*
- **The Center for Closing the Health Gap**, *Cincinnati, OH*
- **100 Black Men of America, Inc.**, *Atlanta, GA*
- **Boys & Girls Club of San Gabriel Valley**, *San Gabriel Valley, CA*
- **University of South Carolina Educational Foundation**, *Columbia, SC*
- **Vive En Forma**, *Chicago, IL*

About The Coca-Cola Foundation

The Coca-Cola Foundation awarded more than \$70 million to 263 community organizations around the world in 2011 to support sustainable community initiatives, including water stewardship, community recycling, active, healthy living, and education. For more information about The Coca-Cola Foundation, please go to www.thecoca-colacompany.com/citizenship/foundation_coke.html.

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. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 15 billion-dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.8 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit www.thecoca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo or visit our blog at www.coca-colablog.com.

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