

For immediate release

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**COCA-COLA FOUNDATION INVESTS \$75,000 IN CAMPAIGN TO EDUCATE
MINORITIES ON EATING BETTER AND STAYING FIT**

CHICAGO, Aug. 5, 2011 – Underscoring a broad commitment to health and wellness, The Coca-Cola Foundation, the global philanthropic arm of the Coca-Cola Company, has awarded Chicago-based Vive en Forma with a \$75,000 lifestyle community grant as part of Coca Cola’s quality of life commitment to global communities. Vive en Forma is a non-profit organization, and its mission is to help Latinos and African-Americans embrace a healthier, more active lifestyle.

A formal grant check was presented today at the 18th Annual State Senator William Delgado “All Kids and Family Health Fair” located at Mozart Park, 3840 W. Armitage Avenue. Considered one of the most successful Latino health fairs in Chicago, this free, annual event attracts thousands of individuals from the district and offers a wide array of health services for the entire family.

“Coca-Cola is committed to supporting active healthy lifestyles through product variety, nutrition education and physical activity programs,” said Lori George Billingsley, Vice President, Community Relations, Coca-Cola Refreshments. “Our investment in Vive en Forma reinforces this commitment and will help us share the importance of health and wellness education with new audiences.”

Teresa Farías Latter, president of Vive en Forma Board of Directors, was present to receive the \$75,000 lifestyle community grant on behalf of Vive en Forma. “We appreciate the Coca-Cola Foundation’s support in helping Vive en Forma achieve its goal of combating the obesity epidemic in the Latino community through nutrition and fitness education. This grant will enable us to reach deep into Chicago’s Hispanic community to make life-changing differences at the individual level.”

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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, the Company's portfolio features 15 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 1.7 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. For more information about our Company, please visit our website at www.thecoca-colacompany.com.

About Vive en Forma

In the belief that a healthy lifestyle leads to less physical and mental disease, the mission of *Vive en Forma*, a 501(c) 3 organization, is to educate and motivate the Hispanic community to achieve a healthy lifestyle to prevent life-threatening and debilitating illnesses, in particular, diabetes. The focus has been on the Hispanic community due to its higher-than-average rates of obesity and, consequently, higher-than-average rates of diabetes and other related illnesses. *Vive en Forma* achieves its mission through a grassroots program that reaches Hispanics at festivals, schools and health fairs as well as through media and online channels.

Obesity in Illinois

Over the past 15 years, Illinois has seen its obesity rate increase 80 percent, which is relatively in line with the vast majority of the rest of the country. Currently Illinois has broken into the top half of the annual rankings of the most obese states ranking 23rd among the 50 states and is tied for fourth amongst 10 – 17 year olds.