

1300 19th Street NW
8th Floor
Washington DC 20036



Ocean Conservancy

202.429.5609 Telephone
202.872.0619 Facsimile
www.oceanconservancy.org

September 3, 2008

For Immediate Release:

Media Contact: Michele Capots
Telephone: 202.351.0436
Email: mcapots@oceanconservancy.org

Media Contact: Wanda Rodwell
Telephone: 404-676-1068
Email: wrodwell@na.ko.com

THE COCA-COLA FOUNDATION PLEDGES \$1 MILLION TO OCEAN CONSERVANCY TO HELP ERADICATE OCEAN LITTER

**Join thousands of volunteers Saturday, September 20, 2008
for the International Coastal Cleanup**

Washington DC – The Coca-Cola Foundation has launched a multi-year partnership with Ocean Conservancy through a \$1 million pledge to support the International Coastal Cleanup (ICC), the world's largest volunteer event to eradicate litter from the world's waterways. Since 1986, the International Coastal Cleanup has gathered six million volunteers to remove more than 100 million pounds of marine litter from 170,000 miles of beaches and inland waterways. This year, the ICC takes place Saturday, September 20, 2008.

Coca-Cola has sponsored the International Coastal Cleanup for the past 13 years. Each year hundreds of Coca-Cola associates from around the world join forces with the International Coastal Cleanup and other volunteers to rid the planet's oceans, rivers, and lakes of unwanted trash and debris.

"We are excited about our continued support to the Ocean Conservancy and for our associates to participate as volunteers in the world's largest waterway cleanup," said Ingrid Saunders Jones, chair of The Coca-Cola Foundation. "Our support allows Ocean Conservancy to enhance its global education initiatives, increase public awareness and change behaviors around litter, pollution and marine debris."

The donation to Ocean Conservancy closely aligns with the Company's global community investment pillars, which support water stewardship, community recycling, healthy active lifestyles, and education. Over the past 25 years, The Coca-Cola Foundation has contributed more than \$278 million to support sustainable communities worldwide. In addition to their annual financial support of the ICC from the Coca-Cola Foundation, The Coca-Cola Company provides in-kind support nearly equal that value through promotional, marketing and strategic campaigns aimed at heightening awareness of the ICC.

“This gigantic wave of support from Coca-Cola provides us a greater opportunity to educate and engage more people around the world in our work on behalf of the ocean,” said Vikki Spruill, president/CEO, Ocean Conservancy. “The ocean is sick, and we have a personal responsibility to help sustain the life support system that sustains us. There are things we can do every day to fight for healthy, thriving waters. The International Coastal Cleanup is more than a one day event, it’s a year-round movement and now, thanks to Coca-Cola, we can grow that movement into a sea of change for the health of the ocean.”

In 2007, 378,000 volunteers in 76 countries removed six million pounds of marine debris, which kills one million seabirds and 100,000 marine mammals and sea turtles each year through ingestion and entanglement. Last year, volunteers found 81 birds, 63 fish, 49 crabs and lobsters, 30 mammals, 11 reptiles and one amphibian entangled in debris that included discarded fishing line, fishing net, rope, and plastic bags.

Another unique aspect of the International Coastal Cleanup is the data collection component. Each year, volunteers gather data on the types of debris collected. Ocean Conservancy produces the results in an annual report, which is the most comprehensive collection of volunteer marine debris data in the world. The report helps the public, industry, and government officials understand the issue, and helps spread the message about how to best address litter issues at the source. The grant from Coca-Cola will also provide for more efficient data submission and management and establish a new online Web site for the ICC network, in addition to expanding the volunteer base.

The majority of debris collected along beaches and waterways around the world is the result of human impact through recreational and shore-line activities. Cleaning up debris alone will not solve the problems; a project to change the behaviors that create trash on our beaches is another component of the International Coastal Cleanup.

To participate in this year’s International Coastal Cleanup, please register by visiting: www.oceanconservancy.org/cleanup.

About Ocean Conservancy: Ocean Conservancy promotes healthy and diverse ocean ecosystems and opposes practices that threaten ocean life and human life. Through research, education, and science-based advocacy, Ocean Conservancy informs, inspires, and empowers people to speak and act on behalf of the oceans. In all its work, Ocean Conservancy strives to be the world’s foremost advocate for the oceans. For more information on our programs, visit www.oceanconservancy.org.

About The Coca-Cola Company: The Coca-Cola Company is the world’s largest beverage company, refreshing consumers with more than 450 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 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 1.5 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. To learn more about Coca-Cola’s participation in the 2008 Cleanup, visit www.coastalcleanup.thecoca-colacompany.com.