

October 1, 2012



## Diet Coke to Style One Lucky Chicagoan with Couture Refreshment

Makeover Giveaway with The Shops at North Bridge and 101.9fm THE MIX offers designer duds and behind-the-velvet-rope access at Chicago's Art of Fashion Event

CHICAGO--(BUSINESS WIRE)-- You're never fully dressed without a smile – or now a Diet Coke. A lucky Chicagoan will win a new fall look and a chance to meet couture designers from around the block and across the country at Chicago's Art of Fashion event on October 19 at Millennium Park – courtesy of Diet Coke, The Shops at North Bridge and 101.9fm THE MIX.

Starting today through October 7 aspiring fashionistas and Diet Coke fans alike can tune into 101.9fm THE MIX and listen for a chance to text-to-win a makeover and VIP experience for two at Chicago's Art of Fashion event. Valued at \$2,500, this prize package includes:

- \$400 gift card to The Shops at North Bridge and makeover by renowned FORD Artist Fashion Stylist and Photographer, Helen Berkun
- Haircut, style, facial and make-up session at the famed Chicago Charles Ifergan Salon and Day Spa
- 2 VIP tickets to the Art of Fashion Event and the After Party – limo included!
- Diet Coke cosmetics bag

"Diet Coke and Chicago's Art of Fashion Event bring together the best of what's possible when you push the limits of design and fashion," said Michael Dulin, Vice President, Commercialization, Coca-Cola Refreshments. "This event recognizes both young and established designers and reinforces the positive power of ambition. Supporting our fans and their dreams is just one more way Diet Coke celebrates those who 'stay extraordinary.'"

Art of Fashion is the culmination of "Fashion Focus Chicago" a week-long celebration of Chicago's fashion industry. In partnership with Style Chicago and presented by the City of Chicago's Department of Cultural Affairs and Special Events (DCASE), Fashion Focus Chicago showcases some of the city's top designers, and features three headlining runway shows in Millennium Park. This is Diet Coke's inaugural year sponsoring Art of Fashion.

The iconic Diet Coke can is also getting a makeover this fall. Diet Coke has re-introduced its stylish cropped logo design for its aluminum can and launched a new, refreshed ad campaign. The campaign is the latest evolution of Diet Coke's iconic "Stay Extraordinary" platform and features a modern, bold look on the Diet Coke can and a series of new print and out-of-home ads. The refreshed packaging design features a section of the Diet Coke logo, cropped to feature the "D" and the "k," set against the brand's signature silver backdrop, creating a sleek, modern look for the brand.

For more information on this contest please visit: [www.wtmx.com](http://www.wtmx.com) or follow on Twitter @DietCokeUS.

## **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 employees. For more information, please [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com) or follow us on Twitter at [twitter.com/CocaColaCo](https://twitter.com/CocaColaCo).

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Source: The Coca-Cola Company