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Coca-Cola Awards $10,000 Recreation Grant to Lake Macbride State Park; Gov. Terry Branstad Applauds Commitment to Park and Fitness

Grant and activities made possible by the America Is Your Park campaign encourage families to get active outdoors and vote for their favorite local, state or national park

CEDAR RAPIDS, Iowa--(BUSINESS WIRE)-- Today, against the sweeping backdrop of towering trees and view of Lake Macbride, Coca-Cola, through the *America Is Your Park* campaign*,* awarded a $10,000 grant to Lake Macbride State Park and hosted a family fitness fair with Gov. Terry Branstad and 100 children from the Cedar Rapids Boys & Girls Club. The event also included nutrition adventure challenges and tips on healthy eating from the Iowa Department of Public Health.

“As a long supporter of the Parks System in Iowa, I applaud Coca-Cola’s investment in our most treasured natural playgrounds and encourage all Iowans to get outside this summer,” said Gov. Branstad.

Coca-Cola’s *America Is Your Park* campaign was developed in collaboration with the National Park Foundation, America’s State Parks and the National Recreation and Park Association. The campaign is designed to maintain and rebuild parks across the nation and encourage people of all ages to get active outdoors in parks across the country. The grant for Lake Macbride will go toward updating trailhead markers to include healthy messaging around calories burned through various activities at the park, buying new equipment, such as bikes and kayaks, and building new activity areas.

“We are delighted to support ways for Cedar Rapids, Solon and Iowa City families to be more active outdoors,” said Steve Johnson, Cedar Rapids Distribution Center Manager, Coca-Cola Refreshments. “Coca-Cola is passionate about restoring, rebuilding and renovating our nation’s parks, and we’re proud to recognize Lake Macbride with an *America Is Your Park* grant to contribute to the enhancement of this beautiful, community park.”

Attendees of the event were treated to several nutrition adventure challenges made possible by the Iowa Department of Public Health, including melon weightlifting, grapefruit shot put and cucumber javelin. Park Ranger Ron Puettman briefed attendees on outdoor etiquette and how to set up a tent. The Solon High School Cross Country team also made an appearance, helping to deliver the check from Coca-Cola to the park as part of their morning training run.

In addition to today’s announcement, Coca-Cola is also calling on Iowa residents to go to LivePositively.com to help their favorite park win the title of “America’s Favorite Park” and a $100,000 recreation grant made possible by Coca-Cola’s Live Positively initiative. People can cast their votes through Sept. 6, 2011.

“Iowa’s state parks are incredible resources to play in and spend time with family and friends – with parks in every state, you are always close to an Iowa state park,” said Roger Lande, Director, Iowa Department of Natural Resources. “The *America Is Your Park* campaign reminds us all that having fun at parks can be an invaluable part of a balanced and active lifestyle.”

For more than 40 years, Coca-Cola has supported America’s parks through partnerships with individual parks and national park organizations. The Company has donated more than $14 million for restoration and renovation of our country’s parks, including the restoration of more than 260 miles of “Active Trails” for families to hike and explore, and the development of the first sustainable recycling program at The National Mall, a national park in the heart of Washington, D.C. Most recently, Coca-Cola donated $1 million to The Statue of Liberty-Ellis Island Foundation’s Peopling of America® Center, a new initiative that will tell the story of the immigration experience in America.

About *America Is Your Park*

From June 29, 2011 to September 6, 2011, people can go to www.LivePositively.com to cast a vote for their favorite park. Individuals can vote in the following ways: click on their favorite park and vote, upload photos of themselves in their favorite park or “check in” from the park using Facebook Places. And, starting August 10, they can also upload video of themselves in their favorite park. To learn more about Coca-Cola’s efforts in our nation’s parks, vote for your favorite park or to download helpful tools to motivate your community to vote, visit www.LivePositively.com.

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.

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