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The Coca-Cola Foundation Donates \$1 Million to the Community Foundation of Greater Atlanta to Support Atlanta Mayor Kasim Reed's "Centers of Hope" Initiative

Grant supports tutoring, character building and physical fitness for area youth

ATLANTA--(BUSINESS WIRE)-- As part of the 125th anniversary of The Coca-Cola Company, The Coca-Cola Foundation will donate \$1 million to the Community Foundation of Greater Atlanta to support Atlanta Mayor Kasim Reed's "Centers of Hope" initiative, an effort to re-open the city's previously closed recreation centers and provide educational tutoring programs.

The \$1 million grant provides funding for two centers which are scheduled to open this spring. The grant will help provide tutoring, character building and physical fitness activities for approximately 1,000 area youth through a partnership with the Boys & Girls Clubs of Atlanta.

"We are supporting an initiative that is important to the Mayor and to all of us who live in Atlanta," said Muhtar Kent, Chairman and CEO of The Coca-Cola Company, while announcing the donation at the 2011 Mayor's State of the City Business Breakfast, hosted by the Atlanta Committee for Progress. "Mayor Reed has made a strong commitment to our young people. The Centers of Hope will provide positive programs and fitness activities for our city's youth."

The Coca-Cola Company, headquartered in Atlanta, Georgia, celebrates its 125th anniversary in 2011 and has a strong legacy of supporting significant civic initiatives, e.g., the city's universities, civic and nonprofit institutions and its public spaces, including Pemberton Place. Named for Dr. John S. Pemberton, the pharmacist who invented Coca-Cola in Atlanta in 1886, the 20-acre complex is currently home to the Georgia Aquarium and the World of Coca-Cola. The land between the World of Coca-Cola and the Georgia Aquarium added five acres of green space to downtown Atlanta. Two years ago, The Company donated 2.5 acres to the City of Atlanta for construction of the National Center for Civil and Human Rights. In 2008, The Company awarded a \$2 million grant to support Atlanta Beltline pedestrian trails.

About The Coca-Cola Foundation

Since its inception, The Coca-Cola Foundation has donated more than \$355 million to community projects and initiatives across the globe. For more information about The Coca-Cola Foundation, please go to http://www.thecoca-colacompany.com/citizenship/foundation_coke.html

About The Coca-Cola Company

The Coca-Cola Company 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 14 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.

Source: The Coca-Cola Company