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# **Rrrriinnnggg: Sprite(R) Spark Parks is Back in Session to Refresh School Playgrounds and Athletic Fields Nationwide**

Nationwide Sweepstakes Calls for Community Members to Submit My Coke Rewards Points and Help Local K-12 Schools Win Refurbishment Grants Worth \$25,000

ATLANTA--(BUSINESS WIRE)-- Youth everywhere are already dreading the end of summer vacation. Sprite is here to help students swing back into the school year with newly refurbished recreational spaces. The Sprite Spark Parks Project for Schools program is giving local schools across the country the opportunity to liven up areas on their campuses where students can play, stay fit and be refreshed all school year long.

The Sprite Spark Parks Project is a multi-year commitment to build and restore places where teens, families and communities can get outside and get active. Through its work with teens and parents, Sprite will put more than \$2 million into building or revamping a minimum of 150 outdoor spaces throughout the country in 2011. These spaces include neighborhood parks, basketball courts, playgrounds and athletic fields.

Parents and community members can give their favorite school a chance to win one of 25 grants worth \$25,000 by entering My Coke Rewards codes found on specially-marked Sprite packaging. Codes can be submitted at [www.mycokerewards.com/sprite](http://www.mycokerewards.com/sprite) between July 18 and Sept. 30, giving people across the U.S. the opportunity to play a major role in ensuring that their schools have fun, clean and safe places to play for years to come.

"The Sprite Spark Parks Project for Schools supports local communities and breathes new life into the recreation spaces that are so important to teens," said Michael Mathews, Vice President, Sparkling Non-Colas, Coca-Cola North America. "We saw an ongoing need for outdoor spaces at schools. Sprite is adding a spark back into school playgrounds and athletic fields by building places where youth can get active and stay refreshed with their friends."

During last year's program, three schools each won a \$25,000 playground renovation from Sprite after parents and community members rallied to donate points. Another 20 schools were awarded \$5,000 to be used towards athletic equipment for each school.

Sprite kicks-off the national sweepstakes this month by revamping seven K-12 schools across America in need of an outdoor play space with a \$25,000 playground or athletic field donation.

About My Coke Rewards for Schools

Accredited K-12 schools (public and private) located within the 50 United States and the District of Columbia are eligible to take part in the My Coke Rewards for Schools program. A

full list of eligible schools can be found at [mycokerewards.com/schools](http://mycokerewards.com/schools). Schools must be registered in the program to redeem points for rewards. Community members are urged to contact their local school's principal or a faculty staff member if their school is not registered. Additionally, members of the community are encouraged to register for My Coke Rewards and donate their points to their local schools to enable schools to get new equipment without tapping into their own budgets.

### About My Coke Rewards

With more than 14 million registered members, [www.mycokerewards.com](http://www.mycokerewards.com) is one of the top consumer packaged goods loyalty website and the number one beverage Web site in the U.S. My Coke Rewards helps consumers find lots of little things that put smiles on their faces every time they enjoy a Coca-Cola product. By purchasing any of the hundreds of participating products -- found in a variety of brands and sizes, and through bonus offers on cups, scratch cards and coupons, consumers can accumulate lots of points. Then members can easily redeem rewards or donate points to their local school and it all starts with a visit to [www.mycokerewards.com](http://www.mycokerewards.com). As of January 2010, My Coke Rewards members have entered more than 1 billion codes from participating brands.

### 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. The Company's portfolio includes 15 billion dollar brands, including Coca-Cola, recognized as the world's most valuable brand, as well as 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 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](http://www.thecoca-colacompany.com).

Source: The Coca-Cola Company