

September 2, 2015



Coca-Cola Kicks Off Hispanic Heritage Month with #OrgulosoDeSer Campaign Embracing Latino Pride in their Culture and Family Names

The campaign touches upon feelings of unity and pride that come from Latino heritage

ATLANTA--(BUSINESS WIRE)-- For many Hispanic families, celebrating their culture is a priority and it frequently permeates their everyday lives. With that in mind, Coca-Cola created a [film](#) that does more than celebrate Hispanics and Hispanic Heritage Month - the film explores family names and the pride surrounding them through personal stories shared on camera.

The “Orguloso De Ser” [film](#) evokes the power of family, culture and community by bringing people together in celebration of their heritage and unique family stories. In the film, participants share stories and display their pride by applying a temporary tattoo of their last name using the special Coca-Cola Heritage Tattoo Can. The Heritage Tattoo Can allowed participants to wear and share their pride and love for their culture and family names.

“At Coca-Cola we have been a part of so many of the important moments in Hispanic families’ lives, and we want to continue making new memories with them,” said Lauventria Robinson, vice president, Multicultural Center of Excellence, Coca-Cola North America. “During Hispanic Heritage Month, we are celebrating the immense pride Latinos have for their culture and heritage, a pride that translates most significantly into their family names, which they carry with honor and joy.”

Coca-Cola’s #OrgulosoDeSer campaign is encouraging people to share their passion and pride in their last name and heritage. Using the hashtag #OrgulosoDeSer # [InsertLastName], people can post special family moments and their own reasons for being proud to be Latino as well as share the film on their social media platforms.

Coca-Cola recognizes that Latino’s last names are a source of pride, and families can visit www.coke.com/OrgulosoDeSer to purchase a “Share a Coke” contour bottle personalized with their last names to share that pride with the world.

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, one of the world's most valuable and recognizable brands, our Company's portfolio features 20 billion-dollar brands including, Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, POWERADE, Minute Maid, Simply, Georgia, Dasani, FUZE TEA 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 1.9 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 associates. For more information, visit Coca-Cola Journey at www.coca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo, visit our blog, Coca-Cola Unbottled, at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company.

The Coca-Cola Company

Melina Baetti, 404-676-1533

mbaetti@coca-cola.com

or

Marlen Mursuli, 305-532-7950 ext. 230

marlen.mursuli@newlink-group.com

Source: The Coca-Cola Company