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Top Hollywood Celebrities to Attend and Perform at Atlanta Ronald McDonald House Charities Second Hearts and Hands Gala November 6th

Ryan Seacrest and Gavin DeGraw Share Their Talents to Raise Money for Local Ronald McDonald House Families

ATLANTA--(BUSINESS WIRE)-- Atlanta Ronald McDonald House Charities (ARMHC) announces its Hearts and Hands Gala at 7pm on Saturday, November 6, 2010 at Georgia Aquarium. Atlanta's own Ryan Seacrest will serve as emcee of the black tie dinner, which will feature live and silent auctions and a performance by platinum recording artist Gavin DeGraw. The Coca-Cola Company is the event's presenting sponsor. The Event Chair is Javier Goizueta, Vice President, The Coca-Cola Company and President of the McDonald's Division Worldwide. Muhtar Kent, Chairman and Chief Executive Officer, The Coca-Cola Company is Honorary Chair.

Gavin DeGraw (Photo: Business Wire)

Last year's inaugural Hearts and Hands Gala was sold out, and while it is also expected that this year's event will sell out, a few seats remain.

"The Coca-Cola Company has been a long-standing supporter of ARMHC, and we were delighted by the positive response we received from Atlanta's corporate and philanthropic communities for this event in its inaugural year," said Javier Goizueta. "We expect this year's event to be even more successful in raising funds to support local families in need."

Proceeds from the Hearts and Hands Gala will support the operations of Atlanta's two Ronald McDonald Houses. "With so many families facing financial hardships - especially those also dealing with the uncertainty of a child's illness - the safe haven provided by the Atlanta Ronald McDonald Houses is more important than ever," said Linda M. Morris, President/CEO of Atlanta Ronald McDonald House Charities.

Increased demand led to the expansion of the local Ronald McDonald House programs. In 2008, Atlanta Ronald McDonald House Charities opened a new state-of-the-art 50-bedroom $15.7 million Ronald McDonald House near Emory University and Children's Healthcare of Atlanta at Egleston to meet the growing need. An 11-bedroom Ronald McDonald House on Peachtree Dunwoody Road continues to operate at full capacity to serve families of children receiving medical treatment at Children's Healthcare of Atlanta at Scottish Rite. Combined, the two local Houses serve more than 2,000 families a year.

Seacrest is returning to his hometown for the weekend of November 5 - 6 in support of two prominent children's causes --- Children's Healthcare of Atlanta and Atlanta Ronald

McDonald House Charities and to raise awareness for his newly launched Ryan Seacrest Foundation (RSF).

Seacrest created the non-profit to bring unique and interactive programs to help enlighten, entertain and educate children through the creative realms of radio and television during their 2 hospital stay. The first initiative of RSF is a broadcast media center, THE VOICEsm, which will be located in the lobby of Children's at Egleston and will also be linked to Children's at Hughes Spalding and Children's at Scottish Rite.

For more information on the Hearts and Hands Gala ticket availability, please contact Shannon Courtney at (678) 704-8086.

About Ryan Seacrest

With his thriving broadcasting career and multiple ventures, Ryan Seacrest is at the forefront of the media and entertainment industry. While hosting and producing multiple television and radio programs, building his Ryan Seacrest Productions banner (RSP) into a leading television production company, and managing a myriad of brand ventures, Seacrest is redefining what it means to be a successful Hollywood entrepreneur. Seacrest holds preeminent positions in broadcast television, nationally syndicated radio, local radio and cable as both a producer and on-air host. He is celebrated internationally as host of the top-rated primetime talent showcase "American Idol," and hosts and produces E! News and its red carpet awards show coverage. He also executive produces and co-hosts "Dick Clark's New Year's Rockin' Eve with Ryan Seacrest." Seacrest has been nominated for an Emmy(R) award in the "Outstanding Host for a Reality or Reality-Competition Program" category for his work on "American Idol," and has also hosted the live network broadcast of the Emmy(R) awards show. On radio, Seacrest is host of "On Air with Ryan Seacrest," his market-topping #1 nationally syndicated LA morning drive-time radio show for Clear Channel's 102.7 KIIS-FM, as well as a nationally-syndicated Top 40 radio show.

RSP recently produced Emmy(R) award-winning ABC hit show "Jamie Oliver's Food Revolution," and also produces the highest-rated show on the E!, "Keeping Up with the Kardashians," as well as "Kourtney and Khloe Take Miami," which debuted on E! in 2009. Seacrest's ever growing brand spans beyond media with his many entrepreneurial endeavors. He has extensive deals with brand heavyweights Proctor & Gamble, Coke and Microsoft, and recently announced a strategic marketing and technology alliance with Eventful, Inc. His latest venture is the creation of the Ryan Seacrest Foundation (RSF), a non-profit organization dedicated to enhancing the quality of life for seriously ill and injured children through unique programs that utilize multimedia and interactive platforms to enlighten, entertain and educate. RSF's first initiative will be to build broadcast media centers within hospitals for children to explore the creative realms of radio, television and new media, beginning at Children's Healthcare of Atlanta at Egleston in Ryan's hometown of Atlanta, Georgia.

Originally from Atlanta, GA, Seacrest's professional career in broadcasting began at the age of 16 when he applied for an internship at one of Atlanta's top radio stations, WSTR-STAR 94. While working at STAR 94 he finished high school and went on to attend the University of Georgia where he majored in Journalism. Seacrest currently resides in Los Angeles, CA.

About Gavin DeGraw

Gavin DeGraw is a talent, who in just a few short years has become one of today's premier singer-songwriters. He's done it the old-fashioned way. On the merits of his creative abilities, perseverance and a healthy, homegrown perspective, he has established himself as a magnetic voice in popular music. DeGraw signed with J Records and in 2003 released CHARIOT-- an introduction to this charismatic, vibrant young artist who connected with audiences in a way other contemporary musicians did not. Selling more than a million copies, CHARIOT was certified platinum and yielded three gold singles: "I Don't Want To Be," which soared to No. 1 on the Top 40 radio chart,

"Follow Through," and the title-track, "Chariot." Thanks to tireless touring, as well as performances on The Late Show With David Letterman, The Tonight Show With Jay Leno and other programs, audiences around the country fell for DeGraw's prodigious songwriting, singing talent and affable personality. In 2004, at the request of his fans, DeGraw recorded an acoustic version of CHARIOT, entitled CHARIOT STRIPPED - which endeared him even more to his devoted listeners. In May 2008, DeGraw released his second studio album GAVIN DEGRAW -- a series of impassioned, emotionally resonant songs about the joys and rigors of love and life. The album debuted at No. 1 on the digital sales chart and at No. 7 on Billboard's Top 200 album chart, earning DeGraw his first Top 10 album. It spawned the hit singles "In Love With A Girl," which Billboard dubbed "a rocking homerun" and the gold-certified "We Belong Together." DeGraw's most recent release of FREE -- is a raw, organic-sounding collection of songs that showcases Gavin's earthy charm and ever-evolving songwriting talent.

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. Along with Coca-Cola(R), recognized as the world's most valuable brand, the Company's portfolio includes 14 other billion dollar brands, including Diet Coke(R), Fanta(R), Sprite(R), Coca-Cola Zero(R), vitaminwater(R), Powerade(R), Minute Maid(R), Simply(R) and Georgia(R). 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 1.6 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.

About Atlanta Ronald McDonald House Charities

Atlanta Ronald McDonald House Charities, Inc. is a 501(c)(3) non-profit organization dedicated to serving the needs of children by providing temporary housing and support services to families of critically ill and injured children being treated at local children's hospitals. ARMHC has served more than 37,000 families in its 31-year history.

Atlanta's first Ronald McDonald House, the fourth in the world, located at 792 Houston Mill Road featured 16 bedrooms and hosted more than 24,000 families since opening in 1979. This facility closed May 2008 as the new 50-bedroom Gatewood Ronald McDonald House opened in June 2008 less than a mile away. In June of 1994, the second house opened at 5420 Peachtree Dunwoody Road, which includes 11 bedrooms and has hosted more than 8,000 families.

At the Ronald McDonald House, families can enjoy many of the comforts of home, receive nutritious meals prepared and served by volunteers and obtain emotional support through contact with other families experiencing similar situations. No family is turned away if they cannot afford the small $20 requested contribution and many of these families stay at the Ronald McDonald House for weeks, and sometimes months, while their children receive medical treatment.

Photos/Multimedia Gallery Available: http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6471742&lang=en

Source: The Coca-Cola Company