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Coca-Cola Gives Back to New Orleans During the ESSENCE Music Festival

Donations Honor the 40th Anniversary of ESSENCE Magazine and the 16th Music Festival

NEW ORLEANS--(BUSINESS WIRE)-- Local youth participating in New Orleans' Wilderness Program have 40,000 reasons to be happier this summer. The Coca-Cola Company, the presenting sponsor of the ESSENCE Music Festival, donated $40,000 to the Friends of the New Orleans Recreation Department (NORD), to benefit this youth outdoor adventure program. The donation recognizes the 40th anniversary of ESSENCE Magazine, which is being celebrated during this year's Festival.

"Coca-Cola is dedicated to supporting initiatives like the Wilderness Program, which creates opportunities for our youth to engage in fun activities that promote active living, such as swimming, hiking, and canoeing," said Ingrid Saunders Jones, senior vice president of Global Community Connections for The Coca-Cola Company and chair of The Coca-Cola Foundation.

A second donation of $16,000 was donated to Second Harvest Food Bank of Greater New Orleans and Acadiana, in recognition of the 16th anniversary of the Festival. Second Harvest provides nourishment to the New Orleans community, including those impacted by the Gulf oil spill. The food bank has provided thousands of emergency food boxes to fishermen and families affected by the oil spill in the Gulf of Mexico. For the past 28 years this food bank has been a steadfast source of support for residents, from the catastrophe of Hurricane Katrina to the economy's current recession. This is a continuation of the Company's support of the food bank.

"Coca-Cola is committed to ensuring that those organizations, on which residents rely during emergencies, have the resources to serve those in need," said Ms. Jones. "Both donations represent our sincere thanks and gratitude to all of those who do the heavy lifting in New Orleans to create safe and fun activities for our youth and to sustain our communities in times of need."

The Coca-Cola Foundation has been the presenting sponsor of the Festival for the past 15 years and has donated more than $300,000 to local New Orleans organizations during the three-day Festival.

About The Coca-Cola Foundation

Since its inception, The Coca-Cola Foundation has contributed more than $340 million to help build sustainable communities worldwide through initiatives focused on water stewardship active healthy living, community recycling, education, arts and culture and civic affairs. For more information about The Coca-Cola Foundation, please go to www.thecoca-colacompany.com/citizenship/foundation_coke.html.

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, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply and Georgia Coffee. 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 a www.thecoca-colacompany.com.

Source: The Coca-Cola Company