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Coca-Cola Partners with Toys for Tots for a 'Last Call' at Union Station

Coca-Cola and Toys for Tots Push for Final Donations to Help D.C. Area Families and Children;

U.S. Marine Corp Red Hummer and Coca-Cola Polar Bear Spread Holiday Cheer

WASHINGTON, Dec. 16, 2010 /PRNewswire-USNewswire/ -- Today, Coca-Cola joined forces with the U.S. Marine Corps Reserve Toys for Tots at Union Station to encourage D.C. area commuters to donate a toy before the official close of the Toys for Tots drive on Tuesday, December 21, 2010.

(Photo: https://photos.prnewswire.com/prnh/20101216/DC19033-a)

(Photo: https://photos.prnewswire.com/prnh/20101216/DC19033-b)

"As part of our national partnership with Toys for Tots, Coca-Cola is helping get the word out to D.C. area residents to donate toys and gifts for those in need," said Brendan Walshe, Coca-Cola Refreshments' Maryland Market Unit Vice President.

As the morning rush of commuters stepped out of Union Station, U.S. marines in uniform greeted them alongside the U.S. Marine Corps red Hummer and Coca-Cola hybrid truck. The Coca-Cola Polar Bear passed out Coca-Cola beverages and encouraged people to donate unwrapped toys to the D.C. Toys for Tots chapter.

"It is not often that you see the U.S. Marine Corps red Hummer and Coca-Cola Polar Bear together to spread holiday cheer, but this great cause has brought them together," said Walshe. "Coca-Cola's partnership with Toys for Tots gives community members an opportunity to celebrate the spirit of giving and help brighten the holidays for families in need."

For those commuters who donated at toy at the event, Coca-Cola raffled a free Sony PlayStation® 3 and a PlayStation® Move motion controller to encourage family togetherness and active living.

Earlier this month, Coca-Cola launched its fourth year as a national partner of the U.S. Marine Corps Reserve Toys for Tots Program by giving a national $120,000 donation to help provide toys to underprivileged kids in eight cities across the country. In Washington, D.C., Coca-Cola donated a check for $15,000 to the District of Columbia Toys for Tots chapter at The Fairmont Washington hotel's holiday tree lighting ceremony. Coca-Cola also donated a free Sony PlayStation® 3 and a PlayStation® Move motion controller to each of the eight local Toys for Tots chapters across the country to give to a family in need.

About The U.S. Marine Corps Reserve Toys for Tots Foundation

Toys for Tots, a 63-year old national charitable program run by the U.S. Marine Corps Reserve, provides happiness and hope to economically disadvantaged children during each Christmas holiday season. The toys, books and other gifts collected and distributed by the Marines offer these children recognition, confidence and positive memories for a lifetime. It is such experiences that help children become responsible citizens and caring members of their community. Last year the Marine Corps fulfilled the holiday hopes and dreams of 7.4 million less fortunate children in nearly 700 communities nationwide. For more information, visit www.toysfortots.org.

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®. 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.

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