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Pledge to Make a Difference One Day at a Time: Global Citizen™ and EKOCYCLE™ Team up for a Day without Waste

Global Citizen Nights Concert at SXSW® Kicks Off Campaign to Shine a Spotlight on Sustainability and Invites People to Make their Commitment to Take Action

ATLANTA--(BUSINESS WIRE)-- EKOCYCLE and Global Citizen want YOU to pledge #ADayWithoutWaste on April 9 and join a global movement creating lasting change to benefit the environment. The recycling awareness campaign is the next phase of the organizations' partnership and shared commitment to sustainability. It aims to inspire and educate people to understand how individual actions can amount to change.

Starting today, people can register at ADayWithoutWaste.org and take the one-day pledge, committing to make a positive social change in the world. Users will be engaged through content such as articles, quizzes, infographics and videos. Through their participation, users can enter for the chance to win free concert tickets through the Global Citizen Tickets Initiative and the Global Citizen Nights concert series.

"We're asking everyone to take a step back and look at their everyday patterns of waste consumption in an effort to encourage even the smallest change that will result in environmental protection," said Ryan Gall, co-founder of Global Citizen. "Like our organization, EKOCYCLE is dedicated to creating a social sustainability movement around the world and it is our goal with the #ADayWithoutWaste campaign to bring awareness to the permanent, positive changes people can make each day."

A photo booth at the Global Citizen Nights concert today at SXSW will offer people the opportunity to think about their consumption habits and then capture their visual commitment to taking more conscious steps toward reducing their waste. Photos from the event will be live for viewing on the EKOCYCLE Facebook page www.facebook.com/EKOCYCLE.

People can also share and measure the impact of their zero waste actions via EKOCYCLE and Global Citizen partner myActions®.org. myActions.org – an online community and social tool that tracks the digital sharing of real world actions – will measure the number of actions inspired through the #ADayWithoutWaste campaign. It is the goal of EKOCYCLE and Global Citizen to secure 150,000 actions from participants around the world beginning today through Earth Day, April 22.

With nearly a month for people to register and prepare for #ADayWithoutWaste on April 9, celebrity supporters are leading the way. Actor Colin Hanks is making the commitment and will use a reusable mug to make a difference.

Together, EKOCYCLE and Global Citizen are partnering to build a global movement of people dedicated to positive social change in sustainability. The #ADayWithoutWaste

campaign aims to demonstrate the power of the individual in understanding their personal role to take action towards change.

A collaboration between global musical artist and producer will.i.am and The Coca-Cola Company, EKOCYCLE is dedicated to helping encourage recycling behavior and sustainability among consumers. The EKOCYCLE brand initiative was developed to educate consumers about everyday recycling choices and empower their purchasing decisions as part of a social change movement.

“Inviting every citizen to support sustainability is powerful and #ADayWithoutWaste will encourage everyone to take a closer look at how lifestyle choices can help achieve the mission of a world with zero waste,” said global musical artist and producer, will.i.am. “Each of us has the power to make better choices every day. EKOCYCLE is proud to team with Global Citizen to encourage every person to make more sustainable choices, including seeking out and using products that contain recycled materials.”

To make a commitment for #ADayWithoutWaste logon to ADayWithoutWaste.org.

About EKOCYCLE™

EKOCYCLE™ is an innovative recycling collaboration of global music artist will.i.am and The Coca-Cola Company, created to educate consumers about everyday recycling choices and empower their purchasing decisions as part of a social change movement. The movement repurposes items such as plastic bottles into the making of fashion-forward lifestyle products through the help of today’s biggest trendsetters and brands. EKOCYCLE is currently partnered with a host of international brands working on everyday products using recycled materials, including adidas®, Beats by Dr. Dre®, Levi’s®, New Era®, RVCA® and H Brothers™. To learn more about the EKOCYCLE brand initiative and shop for EKOCYCLE products visit EKOCYCLE.com. EKOCYCLE can also be found on Facebook and Twitter.

About Global Citizen™

Launched successfully with the Global Citizen Festival on September 29, 2012, in New York City’s Central Park, Global Citizen is an innovative online platform and mobile application that tracks and rewards activist action through a point-scoring system. Accumulated points are used as a currency to bid on live entertainment experiences like tickets to great concerts and a host of other entertainment events. Join the conversation: "Like" us on Facebook and follow us on Twitter and Instagram at @GLBLCTZN.

About will.i.am

A multi-faceted entertainer, creative innovator and philanthropist, will.i.am is best known for his work with The Black Eyed Peas®, who have sold more than 31 million albums and 58 million singles worldwide. As a producer, will.i.am has also worked with some of the music industry’s biggest names including Michael Jackson, Rihanna, Usher, Miley Cyrus, Nicki Minaj, Britney Spears, David Guetta and film composer Hans Zimmer. Recognized and honored by numerous industry organizations, will.i.am is the recipient of multiple GRAMMY® awards, a Latin GRAMMY® award, an Emmy® award, two NAACP Image Awards®, the BMI® President’s Award and a 2008 Webby Award®. will.i.am's i.am.angel™ Foundation (www.iamangelfoundation.org) supports young people through programs focused on

education, after-school tutoring and activities that build STEAM (science, technology, engineering, arts, math) and financial literacy skills.

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 16 billion-dollar brands including Diet Coke®, Fanta®, Sprite®, Coca-Cola Zero™, vitaminwater®, Powerade®, Minute Maid®, Simply™, Georgia® 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.

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