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Olympic Sensation Missy Franklin and Minute Maid® Celebrate Gold Medal Parents

The four-time gold medalist joins the brand's #doingood campaign to let her parents know they are #doingood and encourages others to do the same

ATLANTA--(BUSINESS WIRE)-- In 2012, Missy Franklin made a huge splash, winning four gold medals and breaking world records in the pool in London. Now as she looks ahead to another successful run in Rio, she also plans to make a big impact by celebrating great parenting with Minute Maid all year long.

Olympian Missy Franklin debuts in new Minute Maid campaign creative (Photo: Business Wire)

Minute Maid's #doingood campaign reminds parents of all the wonderful things – big and small – they do to make a positive difference in their children's lives every day. It is designed to battle the self-doubt many parents feel as they strive to balance careers, family, hectic schedules and mounting pressure from social media.

Franklin's role in the #doingood campaign kicks off with an all-new digital film in which she orchestrated the ultimate 'thank you' surprise to her mom and dad. At a seemingly routine press conference, Franklin turns the topic away from her training and begins to read a handwritten letter directed at her parents. Heartfelt and emotional, Franklin affirms the amazing job her parents, Dick and D.A., have done – even better than they know – as she navigates the rigorous training and competition that comes with being an Olympic athlete.

"I wouldn't be where I am today without the love and support from my parents," Franklin said. "They continue to make sacrifices to help me achieve my dream. It is a tremendous gift that I can only hope to repay one day. Minute Maid's #doingood campaign is a remarkable opportunity for me to not only thank my own parents but recognize and honor all parents who truly have the most difficult job there is – raising great children."

Now, Minute Maid is encouraging the rest of the country to join Missy in celebrating great parenting. Fans can enter the "Breakfast with Missy" promotion by sharing a positive message with a parent they know who may struggle with self-doubt. Between now and May 31, consumers may post a photo or video that captures how a parent in their life is #doingood at MinuteMaid.com/doingood, or on Twitter or Instagram using the hashtag #doingoodcontest. Franklin will select five winners and a guest of their choice to join her for a private breakfast event following the Rio 2016 Olympic Games.

"Whenever the Olympic Games roll around, athletes receive all the glory and countless accolades – and rightfully so," said Shannon Richmond, Brand Director, Minute Maid. "We're excited to work with Missy to share some of that special attention with parents, the tireless heroes who rarely get the kudos they deserve. With her own inspiring relationship with her

mother and father, Missy truly embodies the Minute Maid brand vision that when you put good in, you get good out."

Minute Maid's #doingood campaign will feature Franklin in a fully integrated media plan that spans television, digital, social, retail activation and PR.

For more information on Minute Maid's campaign, to see the film, or to join the movement to tell a parent they're #doingood, visit MinuteMaid.com, @MinuteMaid on Twitter or Minute Maid's Facebook.

NO PURCHASE NECESSARY. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.), 18 YEARS OR OLDER. VOID WHERE PROHIBITED. Enter Contest by: 5/31/16. For Official Rules and prize description, visit www.minutemaid.com/doingood. Sponsor: The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.

About The Coca-Cola Company

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