March 16, 2015

vitaminwater® Launches Project Hustle

***vitamin**water® is launching the crowdfunding-inspired program, Project Hustle, and calling all aspiring entrepreneurs to enter by delivering their business pitch via an "elevator" or online*

NEW YORK--(BUSINESS WIRE)-- Project Hustle, the crowdfunding-inspired program by **vitamin**water, is calling all aspiring entrepreneurs, artists-in-training, dreamers and future film directors to prepare their elevator pitch for the opportunity to see that their dreams can become reality and the chance to win up to a total of $500,000 (across ten finalists) to bring them to life.

Beginning March 12 through April 30, applicants can submit their business idea at www.projecthustle.com. Alternatively, invited guests can deliver their business pitch live, March 18-21, at The FADER FORT in Austin, in a unique "elevator" activation that's a first for this event. This simulated elevator is designed to capture and record an elevator pitch in a setting that physically represents the theme of Project Hustle.

Creators can submit their ideas in the following five categories: music, film, fashion, art and technology, and the top ten best and brightest ideas will be chosen by a panel of judges.

"Project Hustle is our way of supporting the dedication and tenacity of our most driven fans, hustling to make their goals and dreams reality," explained **vitamin**water Senior Brand Manager, Ryan Robertson. "**vitamin**water hustled its way from a small start-up in Queens, so we understand first-hand that hard work is the only path to success, and now we want to support those at the beginning of their journey. There's no better place to launch this program than at The FADER FORT – the epicenter of creativity and innovation."

This summer, **vitamin**water will put the power into the public's hands to decide which finalists will potentially have their projects funded up to $50,000 each, giving them a chance to come one step closer to their ultimate goal. Beginning in July, participating **vitamin**water and **vitamin**water zero™ bottle caps will contain a code that people can enter online at www.projecthustle.com. Each code holds a specific value, which can be allocated to one of the ten finalists' projects. Backers ***can*** be choosers, right?

No entrepreneur has made it to the top without some help, so as a thank you, every valid code entered wins a prize that is tied to the value of the code, ranging from: **vitamin**water, tablets, wireless speakers, streaming music and video subscriptions, tickets to top festivals, and much more.

vitaminwater has been hydrating The FADER FORT as a partner for four years. To keep up with the excitement at The FADER FORT, follow **vitamin**water (@vitaminwater) and The FADER (@thefader) on Twitter and Instagram. Keep hydrating the hustle at www.vitaminwater.com, and join the conversation at #hydratethehustle and #projecthustle.

For official contest rules, prizing information, odds of winning, and more information, please visit: www.projecthustle.com

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 17 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.

TCCC PR:
Emily Johnson, 212-545-6144
emijohnson@coca-cola.com

Source: The Coca-Cola Company