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Diet Coke® And Minka Kelly Encourage Fans To Share The Love

Fans Support The Heart Truth® with #ShowYourHeart

ATLANTA, Feb. 5, 2013 /PRNewswire/ -- Showing your heart is always on-trend. That's why Diet Coke and actress Minka Kelly are blending fashionable style and the power of expression to support *The Heart Truth*® campaign, led by the National Heart, Lung, and Blood Institute (NHLBI). With a social media-inspired package at the center of this year's campaign, Diet Coke will help raise awareness and ignite a digital conversation around *The Heart Truth*®. Fans can join Diet Coke and Minka Kelly in spreading *The Heart Truth*® message that it's never too early – or too late – to learn more about heart health.

To view the multimedia assets associated with this release, please click:

<http://www.multivu.com/mnr/60214-diet-coke-minka-kelly-encourage-fans-to-support-the-heart-truth>

(Photo: <https://photos.prnewswire.com/prnh/20130205/MM53265>)

For the first-time ever, millions of Diet Coke packages will prominently feature the hashtag #ShowYourHeart. The hashtag encourages Diet Coke fans to upload and share heart-inspired photos representing what "showing your heart" means to them. Throughout the month of February, each photo tagged on Twitter and Instagram with #ShowYourHeart will trigger a \$1 donation from Diet Coke to the Foundation for the National Institutes of Health (up to \$100,000) in support of women's heart health research programs.

"Through the power of our fans, Diet Coke can raise awareness and support for *The Heart Truth*® campaign," Erik Jenkins, Diet Coke Brand Manager. "We hope every time someone picks up a Diet Coke can and sees the striking brushstroke heart design, they'll use the hashtag to join the social conversation supporting this important cause."

Diet Coke will take the message from the can to the catwalk at the annual *Red Dress Collection*™ Fashion Show on February 6 at the Hammerstein Ballroom in New York City. Actress Minka Kelly will walk in the show as Diet Coke's Celebrity Ambassador. Her red gown, designed by Oscar de la Renta, will remind women to raise awareness for this important cause.

"Every woman can play an active role in her heart health, but many may not realize it," said Minka Kelly. "I'm so excited to be a part of a campaign that brings attention to this important issue, and have the opportunity to inspire other women to get involved."

Joining Minka Kelly at the *Red Dress Collection*™ Fashion Show will be five lucky Diet Coke fans that entered a photo-sharing contest and won a trip to the star-studded event. These fans uploaded heart-inspired photos with the #ShowYourHeart hashtag and were selected by Diet Coke.

The Heart Truth[®] supporters can visit DietCoke.com/ShowYourHeart, Diet Coke's [Facebook](#), [Twitter](#) and [Instagram](#) pages or HeartTruth.gov to learn more about women's heart health programs and how to donate to the cause.

Diet Coke and *The Heart Truth*[®]

Diet Coke has been a passionate supporter of *The Heart Truth*[®] for the past six years. *The Heart Truth*[®] raises awareness and funds in support of women's heart health education and research. It was developed by the NHLBI and is supported by the American College of Cardiology (ACC). Throughout February, each photo tagged with #ShowYourHeart on Twitter and Instagram will trigger a \$1 donation from Diet Coke to the Foundation for the National Institutes of Health (FNIH), up to \$100,000.

Diet Coke is also working with the ACC to promote their women's heart health programs. Through the initiative, ACC will reach more than 150,000 people with information about preventing heart disease as well as free heart health screenings in hospitals in select cities throughout February.

Diet Coke's support of *The Heart Truth*[®] campaign is another expression of The Coca-Cola Company's commitment to bring people together.

Promotions and Advertising

Diet Coke is activating national heart health programs with key retail and restaurant customers across the nation, including SUBWAY[®] Restaurants and HSN Cares. Together with Diet Coke, SUBWAY[®] will donate \$50,000 toward heart health education and research programs.

Additionally, Diet Coke and HSN Cares have joined forces to raise awareness for women's heart health programs. Watch HSN for specialty items in February that support *The Heart Truth*[®] campaign. HSN has promised to donate ten percent of the purchase price for these specified items to the FNIH in support of women's heart health programs.

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, the world's most valuable brand, our Company's portfolio features 15 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 1.8 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 www.coca-colacompany.com, follow us on Twitter at <http://twitter.com/CocaCola> or visit our blog, [Coca-Cola Unbottled](#), at www.coca-colablog.com.

***The Heart Truth*[®] Campaign**

The Heart Truth[®] is a national awareness campaign for women about heart disease and is sponsored by the National Heart, Lung, and Blood Institute (NHLBI), part of the National Institutes of Health, U.S. Department of Health and Human Services. Through the campaign, the NHLBI leads the nation in a landmark heart health awareness movement that is being embraced by millions who share the common goal of better heart health for all women.

The centerpiece of *The Heart Truth*[®] is the *Red Dress*SM, which was introduced as the national symbol for women and heart disease awareness in 2002 by the NHLBI. The *Red Dress*SM reminds women of the need to protect their heart health, and inspires them to take action.

To learn more, visit www.hearttruth.gov.

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