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# Coca-Cola Helps Thank Mothers this Mother's Day with Heartfelt Tribute Video

*“Inseparable” video encourages people to surprise their mothers this Mother’s Day by calling them anywhere in the world for free*

ATLANTA--(BUSINESS WIRE)-- Every day is a good day to thank your mother for all she’s done for you, but busy schedules make it easy to forget. With that in mind, Coca-Cola has created a touching video reminding sons and daughters across the country to call their mothers on Mother’s Day to tell her how much she means to them.

“Inseparable” is an [interactive video](#) experience that tugs at the heartstrings of mother and child, celebrates the emotional journey they share, and ends with a simple message: “This Mother’s Day give Mom the gift she wants most. Call her.” Upon finishing the video, viewers in the U.S. and Puerto Rico are invited to place a free 3-minute call to their mom anywhere in the world compliments of Coca-Cola.

“At Coca-Cola, we honor all of the hard work that goes into being a mom,” said Alba Adamo, group director of Hispanic marketing at The Coca-Cola Company. “The video is a celebration of moms, and reminds everyone how special they are to us. Whether your mom lives down the street or across the world, your call to her is Coca-Cola’s way of creating a special moment of happiness for you both.”

The interactive video focuses on the unbreakable bond between mother and child, and takes viewers through the ever-changing, loving, and sometimes tumultuous relationship between mothers and daughters. During the video, viewers can toggle between the perspectives of mother, daughter and grandson allowing them to see through the eyes of each character.

Throughout the week before Mother’s Day, Coca-Cola is encouraging people to inspire their friends and family to call their mom. Using the hashtag #Inseparable, viewers can share the video on Facebook and Twitter, as well as post special moments between themselves and their mothers.

To kick off the program, Univision’s host of Despierta America (DA), Ana Patricia Gamez, who gave birth to a healthy baby girl earlier this week, and DA social media host William Valdes have already begun thanking their mothers via a special “thank you” video and phone call. Gamez’s video can be seen [here](#). Valdes’ video can be viewed [here](#).

This Mother’s Day, how will you thank your mother? Surprise her with a call after watching Coca-Cola’s special Mother’s Day video at: <http://inseparable.coca-cola.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 20 billion-dollar brands including, Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater,

POWERADE, Minute Maid, Simply, Georgia, Dasani, FUZE TEA 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](http://www.coca-colacompany.com), follow us on Twitter at [twitter.com/CocaColaCo](https://twitter.com/CocaColaCo), visit our blog, Coca-Cola Unbottled, at [www.coca-colablog.com](http://www.coca-colablog.com) or find us on LinkedIn at [www.linkedin.com/company/the-coca-cola-company](http://www.linkedin.com/company/the-coca-cola-company).

The Coca-Cola Company

**Melina Baetti**, 404-676-1533

[mbaetti@coca-cola.com](mailto:mbaetti@coca-cola.com)

or

**Marlen Mursuli**, 305-532-7950 ext. 230

[marlen.mursuli@newlink-group.com](mailto:marlen.mursuli@newlink-group.com)

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