

December 8, 2010



Coca-Cola Holiday Caravan Makes Spirits Bright For San Jose Residents

Caravan Visitors Encouraged to Donate Unwrapped Gifts for Toys For Tots; Have Pictures Made With the Coca-Cola Polar Bear;
Coca-Cola Donates \$15,000 to Help Local Children in Need

Coca-Cola:

Larry Loeffler and Idalia Rodriguez with Coca Cola present 1st Sgt. Daniel Best a check of \$15,000 for San Jose Toys for Tots. (Photo: Business Wire)

WHAT: Let it glow, let it glow, let it glow! The Coca-Cola Holiday Caravan,

illuminated by 25,000 red and white sparkling lights, will roll into

San Jose and spread the spirit of the holidays.

This year, the Caravan will help celebrate Coca-Cola's national partnership

with the U.S. Marine Corps Reserve Toys for Tots program by collecting gifts

and toys for children in San Jose.

People can visit the festive wonderland at the San Jose Holiday Fair on

December 10, drop off gifts for Toys for Tots and have their picture taken

with the Coca Cola Polar Bear. In the spirit of giving, Coca-Cola has made a

\$15,000 donation to the San Jose Toys for Tots to help provide underprivileged

kids with gifts this holiday season.

WHEN: December 10, 2010 at 2:30 p.m. to 8:30 p.m.

WHERE: City of San Jose's Christmas in the Park

Plaza de Cesar Chavez

170 South Market Street, in downtown San Jose

PHOTO/INTERVIEW

OPPORTUNITIES

Interviews are available with

o Sergeant Daniel P. Best of the U.S. Marine Corps (in dress blues) on behalf of

Toys for Tots San Jose

o Larry Loeffler on behalf of Coca-Cola

Photo opportunities include:

-- View the 64-foot long, 13-foot high Coca-Cola Caravan decked out with 25,000

sparkling red and white lights

-- The Coca-Cola Polar Bear interacting with local residents

-- Toys being collected for local children

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6538921&lang=en>

Source: Coca-Cola