

March 30, 2012



# The Coca-Cola Company Contributes \$2 Million to Catalyst's 'Changing Workplaces, Changing Lives' Campaign

*Grant supports research for women leaders in the global marketplace*

ATLANTA--(BUSINESS WIRE)-- The Coca-Cola Company today announced a \$2 million, multiyear award to Catalyst Inc. to help women worldwide grow and thrive in business. The donation was announced in conjunction with Catalyst's 50<sup>th</sup> anniversary celebration held this week in New York City.

Catalyst, a nonprofit organization working to accelerate the advancement of women globally, will use the funding to create the Center for Corporate Practice Research, which will analyze more than 20 years of initiatives on inclusion used by large corporations. It will share its findings and best practices with global markets working to achieve gender parity.

"At The Coca-Cola Company, we believe the real driver of the 21st century will be women, who will play a pivotal role in shaping our global economy and our society," said Ingrid Saunders Jones, Chair of The Coca-Cola Foundation. "As we considered the global needs of women and the extraordinary work being done by Catalyst, we chose to support Catalyst in a way that would enable women worldwide to succeed."

Empowering women to thrive in business is a global commitment for The Coca-Cola Company, which in 2010 announced an initiative to enable the economic empowerment of 5 million women entrepreneurs across its global value chain by the year 2020. Through 5 BY 20, Coca-Cola is developing and implementing programs that enable women entrepreneurs to break down the barriers they face. These programs include business skills training courses, access to financial services and access to support networks of peers or mentors.

In addition to 5 BY 20, The Coca-Cola Company's Women's Leadership Council directs the Company's internal focus on women. Led by Chairman and CEO Muhtar Kent, this group of 17 women executives works to identify strategies to recruit, develop and retain women into senior leadership positions.

Founded in 1962, Catalyst is the leading nonprofit membership organization expanding opportunities for women and business. With offices in the United States, Canada, Europe, and India, and more than 500 preeminent corporations as members, Catalyst is the trusted resource for research, information, and advice about women at work. The Coca-Cola Company has previously awarded more than \$1.2 million to Catalyst for sponsorships, general operating and program support.

## **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 more than 1.7 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 employees. For more information, please go to [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com) or follow us on Twitter at [twitter.com/CocaColaCo](https://twitter.com/CocaColaCo).

The Coca-Cola Company

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Source: The Coca-Cola Company