

October 29, 2013



# Gooooaaaal! Coca-Cola Offers Boys & Girls Clubs Of Greater San Diego An Active, Educational Experience

**Twelve teens to become official on-field ball handlers at Mexico vs. Finland exhibition game and enroll in college-readiness workshop**

SAN DIEGO, Oct. 29, 2013 /PRNewswire/ -- Millions of soccer fans have their eyes on the Mexican national team with hopes of a 2014 World Cup qualification. At the upcoming game against Finland in San Diego, 12 teens will join their heroes on the pitch as official on-field ball handlers. The youngsters, who represent the Boys & Girls Clubs of Greater San Diego's Oakes Branch in Logan Heights, have been selected for Coca-Cola's *Club Balon Rojo*. This educational program inspires participants to excel in school and lead active, healthy lifestyles.

*Club Balon Rojo* is part of Coca-Cola's nationwide efforts to educate youth about the importance of living a healthy lifestyle through proper exercise. Coca-Cola teamed up with the Boys & Girls Clubs of Greater San Diego to select teens who display outstanding scholastic achievement and leadership. This is a special opportunity for teens to get active and enjoy the happiness of the game up close and personal. Participating youth will share their experiences with their communities, serving as role models and encouraging others to excel.

The game will take place at the Qualcomm Stadium in San Diego, CA on October 30, 2013. The day prior to kickoff, TV personality Fernando Fiore and soccer legend Marcelo Balboa will lead a soccer clinic for the teens, promoting physical activity and teaching new skills. Additionally, the Hispanic Scholarship Fund (HSF) will offer a college-readiness workshop, inspiring participants to pursue higher education.

"Coca-Cola has a long tradition of supporting sports at every level -- from local youth teams to national and Olympic teams. We believe active, healthy living should be an integral part of everyone's life. The best way to get teens moving is through fun, engaging programs like our *Club Balon Rojo* soccer experience," said Jim O'Connell, Sales Director, San Diego. "By providing opportunities and venues to exercise, we enable younger generations to uncap their potential and get active on the field regardless of skill level."

"We are very appreciative and honored to be chosen as a partner of Coca-Cola for this unique event," said Oakes Branch Manager Ricardo Sandoval. "Their *Club Balon Rojo* educational program aligns well with our three priority outcomes of academic success, character development and healthy lifestyles. Our kids are looking forward to this special opportunity."

Coca-Cola has been a proud supporter of the HSF for more than 30 years, raising funds and helping to generate support for the educational advancement of Hispanic students throughout the U.S.

The Coca-Cola Company continues to make the health of communities around the country a priority. Coca-Cola is working together with organizations, individuals and government to be part of the solution to obesity. Through collaborative partnerships and programs, the Company is delivering more beverage choices, calorie information and physical activity opportunities than ever before. To learn more, please visit [www.comingtogether.com](http://www.comingtogether.com).

The soccer clinic and educational seminar will take place at the Logan Heights Neighborhood William J. Oakes Boys & Girls Clubhouse on 2930 Marcy Ave, San Diego, CA 92113 at 4:30 p.m. on October 29, 2013. The event is open to the selected Boys & Girls Club members and their families. Media is encouraged to attend.

### **About The Coca-Cola Company**

[The Coca-Cola Company](http://www.coca-colacompany.com) (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 16 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 1.8 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 [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).

### **About Boys & Girls Clubs of Greater San Diego**

The Boys & Girls Clubs of Greater San Diego changes lives through quality youth programs and guidance in a safe, affordable and fun environment. The Clubs serve kids ages 5- to 18-years old with its academic success, character development and healthy lifestyle programs at 17 community-based sites countywide, making a difference in the lives of San Diego's future leaders – today's youth. For a site serving your community, or to make a donation, please visit [SDYouth.org](http://SDYouth.org) or call 1-866-SDYOUTH (1.866.739.6884).

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