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Coca-Cola Journey™ Takes Storytelling on the Road

21 Day Cross-Country Expedition Marks First Mobile Brand Publishing Initiative in 40-Foot Motorhome

ATLANTA--(BUSINESS WIRE)-- *Coca-Cola Journey* – The Coca-Cola Company’s [global dynamic digital magazine](#) – is sending two millennials on a cross-country exploration of America called *JourneyxJourney*. The new brand publishing initiative aims to discover and capture content about how the 130 year-old Company and its brands are deeply linked to local communities across America and to the cultural fabric of the United States. Content will be published for audiences in real-time across the Company’s [Instagram](#), [Snapchat](#), [Facebook](#) and [Twitter](#) social channels.

The road-trip begins in Atlanta, hometown of The Coca-Cola Company, and continues for 21 days, visiting sites ranging from national parks and historic landmarks to restaurants and ballparks, across the United States, ending in Los Angeles. The *JourneyxJourney* storytellers will connect and co-create content for millennials, exploring the passions ingrained in the Company’s DNA – such as innovation, food, sports, music and culture.

“Through *Coca-Cola Journey*, we’ve been able to identify and share stories about the incredible people and communities who have shaped our Company’s and brands’ place in American history,” said Doug Busk, Group Director, Social & Digital Communications, The Coca-Cola Company. “This road trip is an opportunity to bring the platform to these communities live, revisiting some of our favorite stories and creating new content in real-time, allowing us to engage *Journey*’s readers across multiple platforms in an entirely new way.”

JourneyxJourney marks the first trip in the *Coca-Cola Journey* “Mobile Brand Publishing Unit,” which is equipped with production gear, cameras, filming drones and editing equipment. The two *JourneyxJourney* storytellers will be driving alongside the “Mobile Brand Publishing Unit” in a 2017 Ford Escape, courtesy of Ford.

The new Ford Escape features SYNC3 with Apple CarPlay and Android Auto technology. The Escape also features EcoBoost engines and available driver-assist technologies that enhance safety and convenience including Auto Start-Stop that shuts off the engine during common stops, so the vehicle burns no gas, emits zero tailpipe emissions and restarts automatically, when the driver releases the brake pedal.

Two Millennial Storytellers

Emily Bucherati, digital communications specialist, and **Meagan Priselac**, digital and social media content specialist, are the duo from the *Coca-Cola Journey* team hitting the road on *JourneyxJourney*.

Bucherati grew up in the Atlanta area. After studying Art, English, and Technology at Furman University, she spent four years working abroad in Okinawa, Japan, followed by another

year of global travel before landing back in America. Joining the *Coca-Cola Journey* team gave her the opportunity to merge her passions in storytelling, visual and digital communications and international outreach.

Priselac was born and raised in South Carolina and now calls Atlanta home. Growing up, Priselac knew she wanted to be a storyteller, making her first documentary at age eight. She followed her passion in college, graduating from The University of Georgia with a degree in Digital & Broadcast Journalism. As a member of the *Coca-Cola Journey* team, Priselac continues to pursue her storytelling dream.

Route Destinations

JourneyxJourney stops include:

- Atlanta, GA (9.13)
- Birmingham, AL (9.14)
- Cartersville, GA (9.15)
- Chattanooga, TN (9.16)
- Nashville, TN (9.17)
- Terre Haute, IN (9.18)
- Chicago, IL (9.19)
- Truesdale, MO (9.22)
- Springfield/Lebanon, MO (9.23)
- Dallas, TX (9.24)
- Norman, OK (9.26)
- Moore, OK (9.26)
- Wichita, KS (9.27)
- Lafayette and Denver, CO (9.28)
- Colorado Springs, CO (9.30)
- Santa Fe, NM (10.2)
- Albuquerque, NM (10.3)
- Flagstaff, AZ (10.4)
- Williams, AZ (10.4)
- Barstow, CA (10.5)
- Los Angeles, CA (10.5)

JourneyxJourney stories will be published on *Coca-Cola Journey* at www.coca-colacompany.com/journeyxjourney and on Journey's social media channels. Fans can follow and participate through the Company's Instagram, Snapchat, Facebook and Twitter channels via #JourneyxJourney.

Launched in late 2012, *Coca-Cola Journey* is the primary channel of communication for The Coca-Cola Company. It features the human stories bubbling beneath the surface of the Company's business, brands and people. Since its inception, *Coca-Cola Journey* has evolved into a global platform with more than 20 international editions.

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 and more than 3,800 beverage choices. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our company's portfolio features 20 billion-dollar brands, 18 of which are available in reduced-, low- or no-calorie options. Our billion-dollar brands include Diet Coke®, Coca-Cola Zero™, Fanta®, Sprite®, Dasani®, vitaminwater®, Powerade®, Minute Maid®, Simply®, Del Valle®, Georgia® and Gold Peak®. Through the world's largest beverage distribution system, we are the No. 1 provider of both sparkling and still beverages. More than 1.9 billion servings of our beverages are enjoyed by consumers in more than 200 countries each day. With an enduring commitment to building sustainable communities, our company is focused on initiatives that reduce our environmental footprint, 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, follow us on Twitter at twitter.com/CocaColaCo, visit our blog, Coca-Cola Unbottled, at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company.

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