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THE *Coca-Cola* COMPANY

# Coca-Cola Refreshes NCAA® March Madness® Fans with New Commemorative Bottles

*Limited-edition Share a Coke glass bottles are available now on [ShareaCoke.com](http://ShareaCoke.com); Coca-Cola® and POWERADE® launch Bracket Refresh digital promotion*

ATLANTA--(BUSINESS WIRE)-- As if watching 67 games of heart-pounding action wasn't enough to make fans thirsty, this year's NCAA® Division I men's basketball tournament will conclude in the hot Phoenix desert. Luckily, as the official fan refreshment of the NCAA, ice-cold Coca-Cola will refresh March Madness® fans everywhere with experiences and promotions created to quench their thirst with delicious taste and reward their passion.

 For NCAA® March Madness®, Coca-Cola is offering commemorative 8-oz. glass bottles of Coca-Cola®, Coc ...

For NCAA® March Madness®, Coca-Cola is offering commemorative 8-oz. glass bottles of Coca-Cola®, Coca-Cola Zero™ and Diet Coke® emblazoned with team logos, nicknames and battle cries for more than 50 colleges and universities, including many of the most beloved programs in college basketball. Limited-edition March Madness®, The Big Dance®, Sweet Sixteen®, Elite Eight® and Final Four® bottles are also available. Buy on [ShareaCoke.com/teams](http://ShareaCoke.com/teams) now through April 14. (Photo: Business Wire)

For the first time ever, Coca-Cola is offering commemorative eight-ounce glass bottles emblazoned with team logos, nicknames and battle cries for more than 50 colleges and universities, including

many of the most beloved programs in college basketball. The limited-edition bottles are available on [ShareaCoke.com/teams](http://ShareaCoke.com/teams) now through April 14 to give fans a new way to cheer on their favorite teams while enjoying uplifting, ice-cold Coca-Cola refreshment. By delivering a Coca-Cola for everyone, fans can further customize their bottles by choosing between Coca-Cola, Coca-Cola Zero™ and Diet Coke®. March Madness, The Big Dance®, Sweet Sixteen®, Elite Eight® and Final Four® bottles are also available.

"Whether you're a casual or diehard college basketball fan, March Madness offers one of the most exciting game-watching experiences in all of sports," said Peggy Loos, vice president, Connections Activation, Coca-Cola North America. "Coca-Cola delivers fans the delicious, ice-cold refreshment they need to follow all of the action, and with our new *Share a Coke* team bottles, we're offering a special way to show school pride and celebrate together with family and friends."

This year, Coca-Cola and POWERADE also are teaming up for a new digital promotion called *NCAA March Madness Bracket Refresh* to reward thirsty fans all tournament long, even after brackets are busted. Until noon ET on March 16, fans can earn a team in the promotion's tournament bracket with each smartphone scan or online entry of a participating product code at [Coke.com/bracketrefresh](http://Coke.com/bracketrefresh) or [Powerade.com/bracketrefresh](http://Powerade.com/bracketrefresh).

Then after the first and second round games at noon ET on March 20, Coca-Cola and POWERADE will release more entries for the teams that make it to the Sweet Sixteen, giving people more chances to win. At that time and until noon ET on March 23, more people can enter the promotion or refresh their busted brackets to get back in the game.

Fans can earn digital content, movie gift cards, and online retailer gift cards and be entered into the Grand Prize Sweepstakes for the chance to win \$25,000 cash. As part of the Bracket Refresh Sweepstakes, fans have the chance to win a trip for two to the 2018 Final Four in San Antonio. For official promotion rules, visit [Coke.com/bracketrefresh](http://Coke.com/bracketrefresh).

Coca-Cola, the official fan refreshment of the NCAA, is celebrating its 15<sup>th</sup> year as an NCAA Corporate Champion. As the official sports drink of the NCAA, POWERADE will be on the sidelines of all tournament games to help athletes hydrate and power through. Information on activities planned by the NCAA, Coca-Cola and POWERADE during the NCAA Men's Final Four can be found at [NCAA.com/final-four](http://NCAA.com/final-four). Also visit [Coca-Cola Journey](#) for information on new Coca-Cola advertising airing during March Madness.

March Madness, The Big Dance, Sweet Sixteen, Elite Eight and Final Four are trademarks of the National Collegiate Athletic Association.

## **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 nearly 3,900 beverage choices. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our company's portfolio features 21 billion-dollar brands, 19 of which are available in reduced-, low- or no-calorie options. These 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](http://www.coca-colacompany.com), follow us on Twitter at [www.twitter.com/CocaColaCo](http://www.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).

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