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Atlanta Ronald McDonald House Charities Third Annual Hearts and Hands Gala Set for October 29

Natasha Bedingfield Shares Her Talents to Raise Money for Local Ronald McDonald House® Families

ATLANTA--(BUSINESS WIRE)-- Atlanta Ronald McDonald House Charities' (ARMHC) third annual Hearts and Hands Gala will take place at 7 p.m. on Saturday, Oct. 29 at the Georgia Aquarium. The event, which will be hosted by WSB-TV's **David Chandley**, will feature live and silent auctions and a performance by Grammy nominated singer/songwriter **Natasha Bedingfield**.

The Coca-Cola Company is the event's presenting sponsor with **Javier Goizueta**, Vice President of The Coca-Cola Company and President of the McDonald's Division Worldwide, serving as Event Chair and **Muhtar Kent**, Chairman and CEO of The Coca-Cola Company, as Honorary Chair. CEO and Founder of A Legendary Event **Tony Conway** is this year's Honorary Patron Chair.

"The Coca-Cola Company is proud and honored to present this third-annual event to support such an important cause," says Goizueta. "Each year the support from the community continues to grow and we look forward to raising even more funds to help deserving families."

Proceeds from the Hearts and Hands Gala will support the operations of Atlanta's two Ronald McDonald Houses.

"Without the Ronald McDonald House many sick kids and their families would have nowhere else to turn," says Linda M. Morris, President and CEO of Atlanta Ronald McDonald House Charities. "The support from this event will allow us to provide a home away from home for families facing tremendous hardships."

This year, Atlanta's two Ronald McDonald Houses will provide temporary housing and support service to more than 2,000 families of critically ill and injured children. In 32 years, the Atlanta Ronald McDonald House Charities have served more than 32,000 families.

About Natasha Bedingfield

Natasha Bedingfield's gift as a singer and songwriter reflects that magic spark and infectious pop sensibility that catapulted her to being the first British female artist in 20 years to score a No. 1 single on the U.S. Billboard pop chart with her smash hit "Unwritten." Since the release of her debut album, UNWRITTEN, in 2006, Natasha Bedingfield has sold more than 10 million singles and albums worldwide. In 2004, "These Words" became her first UK No. 1 single, and was followed by worldwide smash hit "Unwritten" which has been certified double platinum, and became the most played track at U.S. pop radio in 2006, garnering the singer-

songwriter her first Grammy® nomination for “Best Female Pop Vocal Performance.” Natasha’s success continued with the release of her sophomore album, POCKETFUL OF SUNSHINE, which featured the hits “Love Like This” with Sean Kingston and “Pocket Full of Sunshine,” which has sold nearly 3 million copies to date. Natasha is currently on tour in support of her third album “Strip Me.”

About David Chandley

David Chandley, AMS certified meteorologist, appears on Channel 2 Action News at 5 p.m., Monday through Friday and is involved in team coverage whenever severe weather breaks. He joined the Action News team in November 1988.

A graduate of the University of Georgia with a degree in broadcast journalism, he also completed the broadcast meteorology program at Mississippi State University. David holds the CBM (Certified Broadcast Meteorologist) designation from the American Meteorological Society. This is the highest mark of distinction and recognition available in broadcast meteorology.

David's broadcast career has been all over Georgia, with stops in Albany, Macon and Columbus. He has been honored with numerous awards, including three Southeast Emmy Awards and 11 nominations. David has also received the Associated Press Best Weather Reporting Award 10 times, most recently in 2010.

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. Led by Coca-Cola, the world's most valuable brand, the Company's portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply and Georgia. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 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. For more information about our Company, please visit our website at www.thecoca-colacompany.com.

About Atlanta Ronald McDonald House Charities

Atlanta Ronald McDonald House Charities, Inc. (ARMHC) is a 501(c)(3) non-profit organization dedicated to serving the needs of children by providing temporary housing and support services to families of critically ill and injured children being treated at local children's hospitals. ARMHC has served nearly 39,000 families in its 32-year history.

Atlanta’s first Ronald McDonald House, located at 792 Houston Mill Road, opened in 1979 as the fourth House in the world and featured 16 bedrooms. This facility hosted more than 24,000 families before closing in 2008. In June 1994, a second house opened at 5420 Peachtree Dunwoody Road to serve patients receiving treatment at Children’s Healthcare of Atlanta at Scottish Rite. This facility features 11 bedrooms and has hosted more than 9,000 families. A new, state-of-the art 50-bedroom Ronald McDonald House to serve patients receiving treatment at Children’s Healthcare of Atlanta at Egleston opened in June 2008 on

Gatewood Road, replacing the original Houston Mill House. In three years, this facility has served 4,500 families.

At the Ronald McDonald House, families can enjoy many of the comforts of home, receive nutritious meals prepared and served by volunteers and obtain emotional support through contact with other families experiencing similar situations. No family is turned away if they cannot afford the small $20 requested contribution and many of these families stay at the Ronald McDonald House for weeks, and sometimes months, while their children receive medical treatment.

Photos/Multimedia Gallery Available: http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6821557&lang=en

Atlanta Ronald McDonald House Charities
Carrie A. Bowden, 678-704-8085
404-822-3704 (cell)
or
ID-PR for Natasha Bedingfield
Rhett Usry, 212-774-6163
or
ID-PR for Natasha Bedingfield
Melissa Munafo, 323-822-4850

Source: The Coca-Cola Company and Atlanta Ronald McDonald House Charities