

July 2, 2009



Coca-Cola Gives Back to the City of New Orleans and Celebrates 15th Anniversary of Essence Music Festival

Company Gives Grants, 15th Anniversary Commemorative Bottles and Provides Recycling for Festival

WHAT: This year, in recognition of the 15th anniversary of the Festival, The Coca-Cola Foundation will make two donations of \$15,000 each to two local nonprofit organizations to help continue the renewal of New Orleans. The first gift supports the Lake Pontchartrain Basin Foundation's "Save our Lake," an effort to restore and preserve the Lake, which complements the Company's commitments to protect and preserve the environment.

The second organization receiving a donation from Coca-Cola is Second Harvest Food Bank of Greater New Orleans and Acadiana, which became the largest food bank in world history after the devastating impact of hurricanes Katrina and Rita. The organization delivers more than 75 million pounds of food annually to communities still in recovery from the hurricanes.

The Company will also unveil a 15th Anniversary Essence/Coca-Cola Commemorative Bottle which will be given to Festival attendees.

WHO: Ingrid Saunders Jones, senior vice president, Global Community Connections, The Coca-Cola Company

WHEN: Friday, July 3, 2009
9:00 - 11:00 a.m. CDT

WHERE: Ernest N. Morial Convention Center (Hall B, Rooms 220-222), New Orleans, LA

The Essence Music Festival is the nation's largest annual gathering of African-American musical talent; featuring an unprecedented three days of cultural celebrations and performances by some of today's greatest African-American artists.

Source: The Coca-Cola Company