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Coca-Cola Honors Hispanic Heritage by Celebrating Family Moments

“Momentos Coke” inspires families to stay connected; Program launches at 2014 People en Español Festival in San Antonio

ATLANTA--(BUSINESS WIRE)-- Coca-Cola is making sure families have plenty of happy moments to remember this Hispanic Heritage Month. The “Momentos Coke” program encourages families to celebrate their heritage, stay connected and make new lasting memories this year with many travel opportunities to visit family members and win other prizes.

The program kicks-off August 30 at the *People en Español* Festival in San Antonio, TX with weekend-long festivities. Families can take part in a number of fun-filled activities at the Coca-Cola booth, where generations of Hispanics will connect around their cultural heritage. Activities include taking larger-than-life family photos, enjoying surprise musical performances and sharing culinary traditions. Lucky winners will also be selected to share happiness through the Share a Coke Machine or attend the People en Español Festival’s Youth Concert.

“There is no better time to launch ‘Momentos Coke’ than at the *People en Español* Festival,” said Alba Adamo, Group Director of Hispanic Marketing at The Coca-Cola Company. “It’s the perfect place for families to come together and make new memories while celebrating their culture and heritage.”

Attendees will also have the opportunity to enter Coca-Cola’s “Momentos Coke” Sweepstakes hosted in honor of Hispanic Heritage Month. Families can enter for a chance to win one of nine Grand Prize travel experiences that includes a \$2,000 Delta Air Lines travel voucher and a \$1,000 gift card, 27 Second place prizes that includes a \$500 Delta Air Lines travel voucher and 270 third place prizes that includes a \$40 value Univision Mobile Sim Kit so winners can keep in touch with family members. To enter the contest participants can upload a picture of family moments to Twitter or Instagram and tag it using the hashtag #MomentosCoke, then become a My Coke Rewards member to claim their entry. A My Coke Rewards product code can also be submitted as an entry on the website, www.MomentosCoke.com.

“Because Hispanic Americans are so passionate about their families and culture, in celebration of this Hispanic Heritage Month, Coca-Cola will make it possible for families to spend meaningful moments together regardless the distance,” said Adamo.

For more information about how to enter Coca-Cola’s Hispanic Heritage Month Family Sweepstakes, please visit www.MomentosCoke.com.

About The Coca-Cola Company

[The Coca-Cola Company](http://www.Coca-Cola.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, 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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