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# Coca-Cola® and Regal Cinemas Relaunch Long-Standing Program for Aspiring Filmmakers

*More Than 20 Colleges and Universities Join The Initiative*

ATLANTA--(BUSINESS WIRE)-- Coca-Cola and Regal Cinemas are bringing back one of the longest-running branded student film programs in the country. The two companies are teaming up to announce the return of a student filmmaking initiative now called the *Coca-Cola and Regal Films* program. The premier program invites aspiring, up-and-coming filmmakers from more than 20 top university and college film schools across the country to participate.

This six-month initiative provides students with hands-on roles managing all aspects of filmmaking. From developing scripts and managing the creative process to casting and production, student finalists ultimately will create a 35-second film about the special movie-going experience. The program also gives students the opportunity to work alongside marketing and creative teams at The Coca-Cola Company and Regal Cinemas.

Coca-Cola has been an intimate part of the movie experience since the inception of film, dating back to the days of silent films. Eighteen years ago, The Coca-Cola Company created a competition for up-and-coming filmmakers called the *Coca-Cola Refreshing Filmmaker's™ Award*, as part of its commitment to the education community and the arts. Most recently known as *Sprite Films™*, the program grew to a whole new level. Now with Regal's involvement, the *Coca-Cola and Regal Films* program has evolved to give students even greater national exposure and access to the cinema industry.

"An ice-cold delicious Coca-Cola is a quintessential part of the movie-going experience. Bringing this program back allows us to continue the great tradition of supporting the industry and the next generation of writers, directors and producers," said Andrew McMillin, senior vice president, Coca-Cola Trademark Brands, Coca-Cola North America. "We are excited to work together with these students and empower them to tell a story through their lens."

Coca-Cola and Regal teams will select up to five finalists who each will receive \$15,000 to produce a 35-second film. A Red Ribbon panel comprised of entertainment industry experts, Coca-Cola and Regal representatives will choose the 2017 grand prize winner, who will be announced at the CinemaCon conference in March 2017. The 2017 grand prize-winning film will debut on thousands of screens in Regal cinemas nationwide in spring 2017.

"Regal is proud to partner with Coca-Cola and support these ambitious film students and this long-standing program," said Ken Thewes, chief marketing officer, Regal Entertainment Group. "Offering students with resources such as access to our theaters to produce their films and the ability to utilize our movie distribution capabilities gives participants a significant platform to share their talents with our passionate audiences across the country."

*Coca-Cola and Regal Films'* 2016 grand prize winner is Ameer Kazmi, writer and director from New York City's School of Visual Arts, for his film "Blindfold", which will be shown in Regal theaters nationwide beginning October 28.

Kazmi's film tells the story of a young woman's stressed-filled day that gets turned on its head when her two roommates have a surprise planned for her. After discovering a little red box holding a blindfold on her kitchen counter, she is guided by her roommates through the streets of New York City to a Regal movie theater where her senses are triggered and her experience is made more special by enjoying a refreshing, ice-cold Coca-Cola.

"Winning the *Coca-Cola and Regal Films* program has been a dream come true. It was extremely eye-opening to work with two major brands, like Coca-Cola and Regal, and be able to fully explore all facets of filmmaking beyond the creative," said Kazmi. "I'm thankful to Coca-Cola and Regal for the opportunity. I can't wait to see my film on the big screen with my friends and family at our local Regal Theater."

### **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](http://www.coca-colacompany.com), follow us on Twitter at [twitter.com/CocaColaCo](https://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).

### **About Regal Entertainment Group**

Regal Entertainment Group (NYSE: RGC) operates one of the leading and most geographically diverse theatre circuits in the United States, consisting of 7,307 screens in 564 theatres in 42 states along with Guam, Saipan, American Samoa and the District of Columbia as of June 30, 2016. The Company operates theatres in 46 of the top 50 U.S. designated market areas. We believe that the size, reach and quality of the Company's theatre circuit not only provide its patrons with a convenient and enjoyable movie-going experience, but is also an exceptional platform to realize economies of scale in theatre operations. Additional information is available on the Company's website at [www.REGmovies.com](http://www.REGmovies.com).

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