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vitaminwater® Recruits “Tryathletes” for Social Media Challenge Ahead of Rio 2016 Olympic Games

Contest will reward consumers who try new activities in the pursuit of a bold, inspired life – with a trip to Rio on the line

NEW YORK--(BUSINESS WIRE)-- Every successful athlete shares a common, fearless commitment to never settle in their pursuit of the next big thing. This summer, **vitamin**water® is challenging consumers everywhere to adopt that same mentality and “be a **try**athlete” — someone who is always in pursuit of vibrant new experiences.

vitaminwater and U.S. Olympic athlete and campaign spokesperson, Megan Rapinoe, challenge consumers to “be a tryathelete”. (Photo: Business Wire)

Through the **vitamin**water 2016 **#beatryathletecontest**, **vitamin**water will reward consumers who live to try new activities and experiences. Fans are invited to showcase their inner **try**athlete by documenting these experiences to vie for a series of prizes that includes an all-expenses-paid trip for four in February to Rio de Janeiro, Brazil, the host city of the Olympic Games in 2016.

“**vitamin**water has always had an adventurous side, daring consumers to ask: what if?” said Celina Li, **vitamin**water Group Director at The Coca-Cola Company. “Throughout the **vitamin**water #beatryathlete contest, we’ll be alongside consumers as they ask themselves that question and take the opportunity to see and enjoy new adventures in life.”

Leading by example as the brand’s official U.S. Olympic athlete and campaign spokesperson will be Megan Rapinoe, a London 2012 gold medal-winning soccer player for the U.S. Women's National Team and self-professed **try**athlete. “I’m excited to partner with **vitamin**water on the #beatryathlete contest because I’m definitely a ‘try’ person,” said Rapinoe. “I love to try new things and always challenge myself to enjoy new experiences, places and anything outside the norm.”

To get involved in the program, **try**athletes must follow @vitaminwater on Instagram or Twitter. For prize consideration, **try**athletes must post a photo or video of themselves trying something new by using the program hashtag (#beatryathletecontest) or by registering their “try” at **beatryathlete.com**. **try**athlete contest entries will be judged for creativity, originality, quality of submission and fit within the theme of trying something new.

Contest entries must be submitted no later than midnight Eastern time on August 21, 2016. Each entrant is limited to one submission per day. For a complete list of contest rules, please visit beatryathlete.com and follow **vitamin**water (@vitaminwater) on Instagram and Twitter. No purchase necessary.

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, 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.

The Coca-Cola Company
Danielle DuBois, 212-545-6098
ddubois@coca-cola.com

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