

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of
the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported):
September 1, 2004

THE COCA-COLA COMPANY
(Exact name of Registrant as specified in its charter)

Delaware	001-02217	58-0628465
(State or other	(Commission	(IRS Employer
jurisdiction	File Number)	Identification No.)
of incorporation)		

One Coca-Cola Plaza	
Atlanta, Georgia	30313
(Address of principal executive offices)	(Zip Code)

Registrant's telephone number, including area code: (404)676-2121

Item 5.02 Departure of Directors or Principal Officers; Election of Directors;
Appointment of Principal Officers

Effective September 1, 2004, Steven J. Heyer resigned as President and Chief Operating Officer of The Coca-Cola Company (the "Company"). As previously disclosed, Mr. Heyer will remain an employee of Company until December 30, 2004 or such earlier date as he and E. Neville Isdell, Chairman and Chief Executive Officer of the Company, may agree.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

THE COCA-COLA COMPANY
(REGISTRANT)

Date: September 1, 2004

By: /s/ CONNIE D. MCDANIEL

CONNIE D. MCDANIEL
Vice President and Controller