

Now, Dasher! Now, Dancer! Coca-Cola Gets People Dashing and Dancing to Healthier Lifestyles with \$1.1 Million in Grants
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Close to \$10 Million Awarded to Healthy Living Initiatives in North America in 2012

Santa isn't the only busy one this time of year. Organizations across North America have been helping their communities lead healthy, balanced lifestyles – and to support them, Coca-Cola is sending a little holiday cheer their way.

The Coca-Cola Foundation, the philanthropic arm of The Coca-Cola Company, will award more than \$2M in grants this quarter, with more than \$1M directed to support community health and fitness programs. Including these fourth quarter grants, The Coca-Cola Foundation has awarded a total of \$9.9 million to support healthy living programs across North America in 2012.

The National Association for the Advancement of Colored People (NAACP) will receive a \$100,000 grant to support Project HELP – a program promoting healthy eating, physical activity and healthy lifestyles in African-American communities. Another recipient, the Canadian Institute of Child Health, will receive a \$100,000 grant to provide information on healthy food choices and physical activity to Inuit families in Canada. Translated into English, French and Inuktitut, the culturally relevant material will include a storybook, traditional Inuit songs and activity suggestions for parents and teachers.

“Choosing to live healthy, balanced lifestyles is one of the most important decisions we can make,” said Lori George Billingsley, Vice President, Community Relations, Coca-Cola Refreshments. “By teaching people how to make good nutrition and fitness choices as part of their daily routine, these organizations are tangibly impacting the health of their communities now and for the future.”

Other organizations receiving active, healthy living funding include:

- **Bexar County Community Health Collaborative**, San Antonio, TX, \$25,000
- **Canadian Diabetes Association**, Toronto, Ontario, \$50,000
- **Diabète Québec**, Montreal, Quebec, \$50,000
- **Hispanic Health Coalition of Georgia**, Roswell, GA, \$25,000
- **Latino Community Foundation**, San Francisco, CA, \$25,000
- **National Association of Hispanic Nurses**, Washington, D.C., \$150,000
- **National Park Foundation**, Washington, D.C., \$250,000
- **National Urban League**, New York, NY, \$100,000
- **Rails-to-Trails Conservancy**, Washington, D.C., \$150,000
- **San Antonio Sports Foundation**, San Antonio, TX, \$25,000
- **Universidad Popular**, Chicago, IL, \$25,000

Other fourth quarter grants made by the Foundation address additional community needs. They include \$200,000 toward community, arts and culture initiatives; \$200,000 to support education programs; \$125,000 for water stewardship; \$150,000 benefitting economic development; and \$100,000 to support diversity and inclusion initiatives.

About The Coca-Cola Foundation

The Coca-Cola Foundation awarded more than \$70 million to 263 community organizations around the world in 2011 to support sustainable community initiatives, including water stewardship, community recycling, active, healthy living, and education. For more information about The Coca-Cola Foundation, please go to www.thecoca-colacompany.com/citizenship/foundation_coke.html.

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. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 15 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 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 or check out our blog, Coca-Cola Unbottled, at www.coca-colablog.com.

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