

Nutrition & Physical Activity Programs



Promoting Active Lifestyles in Austria

In an effort to promote active lifestyles in Austria, The Coca-Cola Company endorses a number of sports programs aimed at both average citizens and outstanding athletes. Our goal is to motivate as many Austrians as possible to get into motion and live active lifestyles.

The Coca-Cola Sport-Initiative gets Austrians moving

Sporting activity is the key to fun and happiness -- this is the message behind the Coca-Cola Sport-Initiative, which covers a wide range of activities organized jointly with leading national sporting partners throughout Austria.

Over the years, the Coca-Cola system in Austria has acted as a partner in hundreds of sporting events throughout the country. Many partnerships have been formed with others that also pursue the same goals as those of the Coca-Cola Sport-Initiative. One of the primary goals is promoting mass-participation in sports in an effort to get Austrians active.

Coca-Cola Talent Event

The Coca-Cola Sport-Initiative also looks to cultivate young sporting talent. "We are looking for tomorrow's Olympic Champions" is the clear objective of the Coca-Cola Talent Event. This broad-based campaign is being pursued in cooperation with, among others, the Austrian national broadcaster ORF, the Ministry of Education and the Secretary for Sport.

Every young sports fan is encouraged take part in the qualifying process where sixty finalists are chosen to spend two full days at the Coca-Cola Olympic Training Center at Obertauern -- the center where Olympic gold medalist Hermann Meier also trains. Here participants' skills are put to the test before they undergo a range of sports medical and psychological tests. The top performers are recognized for their specialist sport.

Coca-Cola at the Vienna City Marathon

Since 2000, Coca-Cola Austria has been a sponsor of the Vienna City Marathon, which attracts 25,000 participants and an audience of 500,000 people each year.

As part of the Vienna City Marathon, more than 4,000 kids participate in The Coca-Cola Junior Marathon. One of Austria's largest sporting events for school-age children, the junior marathon is responsible for introducing numerous youngsters to the joys of physical exercise.



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Coca-Cola Cup

In close cooperation with Austrian Football Association (ÖFB), Coca-Cola Austria organizes a nationwide football tournament for youth under the age of 13 -- the Coca-Cola Cup. This competitive event promotes physical activity as fun and encourages young athletes to continue sporting activities.

www.CokeSuperfan.at

With the European Football Championship 2008 to be held in Austria and Switzerland, Coca-Cola set up a partnership with the Austrian Football Association (ÖFB) to recognize fans for their support.

Coca-Cola and the Austrian Football Association (ÖFB) launched an official fan platform on Austria's National Day in October 2004. As part of this platform, official football shirts with the number 12 on the back symbolizing fans' supporting role as the 12th man on the team are no longer used by any team players in the national squad and are reserved solely for CokeSuperfans.