

## Nutrition & Physical Activity Programs



### The Great Cycle Day To Generate "Chain" Reaction Among Danes

In Denmark, The Coca-Cola Company is encouraging Danes to ride on two wheels instead of in four

The Coca-Cola Company and The Danish Cyclist Association have launched a new program, Project Cycle Culture, designed to increase bicycle use among Danes. This special event aims to encourage one quarter of a million Danes to bike throughout the country. Moving forward, this unique partnership is intended to generate even greater enthusiasm about biking among Danes, encouraging them to rely on bicycles as a daily mode of transportation.

Denmark is known internationally for its strong biking culture -- its citizens bike over 1.778 million kilometres annually. However, more and more Danes are now relying on automobiles as their primary mode of transportation. The Coca-Cola Company is proud of its leadership role in helping to preserve the country's unique biking heritage and encouraging its citizens to lead healthy, active lifestyles through bicycle use.

"If we can turn the trend, it will give enormous benefits to both the environment and people's health," said Jens E. Pedersen, director at the Danish Cyclist Association. "With the sponsor agreement with The Coca-Cola Company, we now have the possibility of running the type of activities that can help in promoting Danes' cycle culture in a positive direction. Everyone knows that it is healthy to cycle. Together we will remind the Danes that it is also fun."

The Coca-Cola Company and the Danish Cyclist Association will pay special attention to generating an interest in daily cycling among older teenagers. This group has great influence throughout the general population, so communicating a "trendy" cycling message to them will be a top priority.