

Nutrition & Physical Activity Programs



Coca-Cola English Schools Cup

The Coca-Cola system is committed to encouraging physical activity in young people and providing them with moments to remember forever. In keeping with that commitment, our Company and our bottling partners support grassroots programs that enable girls and boys around the world to participate in organized sporting leagues and events.

One example of our involvement is the Coca-Cola English Schools Cup in Great Britain, developed in partnership with the English Schools Football Association and our local bottler Coca-Cola Enterprises Ltd (CCE).

Europe's biggest schools football tournament for girls and boys aged 12-13 is now in its fourth year (2005-6 season) and gives students all across England the chance to compete in their very own "FA Cup." Over 2,600 school teams and 40,000 students take part, playing a total of some 3,400 hours of football -- equivalent to over 20 weeks of continuous football! The tournament follows a similar knock-out format to the FA Cup, and youngsters are given a dream opportunity to play on Premiership pitches in the final stages of the competition.

For further information on this program and other grassroots sport activities supported by Coca-Cola in Great Britain, visit www.coca-cola.co.uk/citizenship.