

## Nutrition & Physical Activity Programs



### The Coca-Cola Korea Sports Award

Established in 1995 in association with Sports Chosun, Korea's leading sports daily, the Coca-Cola Sports Award has now become one of the most prestigious sports awards in Korea.

The annual award was specifically designed to recognize amateur athletes and notable individuals who have made significant contributions to the development of Korean sports. The award also highlights our company's tradition of supporting sport activities.

Awards are given in eight categories, with winners receiving assistance for further developing their skills in sports. Each year, an award is also given to a disabled athlete who has overcome obstacles and inspired other athletes.

An award voting event is held on Web sites of the company and Sports Chosun. During this event, more than 50,000 people vote for the Most Popular Athlete of the Year for the Coca-Cola Sports Award.

Live It!™ is a new health and fitness initiative designed to help middle school students build healthy lifestyles by encouraging physical activity as part of their daily lives and providing nutrition information in schools.

Developed in collaboration with The President's Challenge, a program of The President's Council on Physical Fitness and Sports, the School Nutrition Association and the National Association for Sport & Physical Education, the new Live It! campaign features inspirational figures, including seven-time Tour de France champion Lance Armstrong and basketball star, LeBron James, to promote healthy eating and physical activity.