

Nutrition & Physical Activity Programs



In the Netherlands: Discovering the Fun of Activity

Through the largest Dutch youth sports program, developed by The Coca-Cola Company in the Netherlands in partnership with NOC*NSF, Dutch teenagers are encouraged to try out all kinds of sports and discover the fun of being active.

The sports program, Mission Olympic, was established in 2002. Since the beginning, more than 40,000 young people between the ages of 12 and 19 have participated in Mission Olympic activities. In 2006, more than 100,000 youngsters are expected to participate.

"In society, people are moving less. We feel that supporting sports is a way to promote active lifestyles," says Sandra Maas, communication manager for The Coca-Cola Company in the Netherlands. "Worldwide, our company has long been involved with youth sports and the Olympic movement, so we felt that our partnership with NOC*NSF was a logical step."

The Coca-Cola Company will continue to invest in sports programs geared towards 12- to 19-year olds. The Coca-Cola Company in the Netherlands funds school sports programs and facilities so students can take part in a national school sports competition. They also subsidize the cost for teens to join organized sports clubs in hopes that, without the barrier of cost, many will have an opportunity to get acquainted with different sports. The Company continues to set up large sports plazas in cities in collaboration with sports clubs, the local authorities and (regional) sports celebrities who accompany the youngsters during the entire day.

The investment adds to several sports initiatives already running in Dutch communities. The Company has worked in close partnership with Coca-Cola Enterprises to make sports accessible to more teens in communities across the country.