



Nutrition & Physical Activity Programs

Norway's Coca-Cola Cup Promotes Active Lifestyles

In November 2003, Coca-Cola® began sponsoring one of the winter's most successful active lifestyle events in Norway -- The Coca-Cola Cup. Arranged in cooperation between the Norwegian Football Association and Coca-Cola Norway, this indoor football tournament takes place in sports venues all over Norway almost every weekend through the winter season.



Between 60,000 and 80,000 Norwegian amateur players are expected to join the Cup each winter.

Participants do not need to be a licensed or active football player to take part in The Cup, enabling all levels of players -- from amateurs and former active players to top level professionals -- to get active in an informal and fun way.