



Live Olympic

Coca-Cola escorts the Torino 2006 Olympic Torch Relay and heralds a new wave of optimism in everyday life through the "Live Olympic" philosophy

About 2000 torchbearers selected from Coca-Cola all over Italy with an educational project for schools and a dedicated initiative to award "local Heroes" of 25 cities

Rome December 8, 2005 - Coca-Cola has been the Official Sponsor of the Olympic Games since 1928 and, for the fifth consecutive time, the Company will once again be acting as **Presenting Sponsor for the Olympic Torch Relay** at the Torino 2006 XX Olympic Winter Games.

Coca-Cola has had the opportunity to choose **1,910 torchbearers** for the 2006 Olympic Winter Games in Turin. The torchbearers are everyday citizens: they have the honour of acting as undisputed ambassadors for the Olympic Values, and acting as bearers of the joy and optimism represented by the Olympic Torch.

Coca-Cola wants to promote the "Olympic Spirit" in Italy sharing with all the public the "Live Olympic" philosophy.

Live Olympic sees our slices of everyday life as anything but insignificant or mundane. Just as the Olympic Games bring out the best in athletic achievement, "Live Olympic" philosophy reminds us that each moment in our daily lives presents a new opportunity to bring out the best in the human spirit, to make our world just a little bit better.

Coca-Cola communication for the Olympic Winter Games of Torino 2006 invites all to consider the Games as a perpetual state of mind that unifies us all and to behold the present with a renewed sense of optimism that is grounded in the belief that also in our daily life even the little things we do for others can make a world of difference.

"We have always viewed Coca-Cola as an ambassador of optimism" says Nicola Kettlitz, General Manager Coca-Cola Torino 2006 Olympic Project. "Today, with "Live Olympic" claim we want to promote a forthright approach to improve our interpersonal connections inspired by the Olympic Spirit."

"Our "Live Olympic" communication and the activities related to the Olympic Games are meant to translate the optimism of the Olympic Games to everyday life, reminding all Italians that each of them has something unique to offer and inviting them to consciously connect with their hopes, dreams and aspirations".

Coca-Cola wants to promote Olympic Values by inviting the public to "get caught Living Olympic" through simple, spontaneous good deeds.

Students, teachers and "local heroes" will be Coca-Cola torchbearers, selected by two initiatives, "**Schools in Motion**" and "**Choose your Local Hero**".

More than 400 "students in movement" will be torchbearers.....

The project, launched by the Ministry for Education (**MIUR**), the Italian National Olympic Committee (**CONI**), the Torino Organising Committee for the 2006 Olympic Winter Games (**TOROC**) and **Coca-Cola**, was launched to raise teacher and student awareness of the importance of the right kind of lifestyle and the relationship between sport and health.

Coca-Cola asked the three winning schools at Province-category level to select some teachers, students and parents for a total amount of **412 torchbearers**.

Through this project Coca-Cola wanted to answer the appeal launched by the Minister for Health to food industry companies to contribute in the fight against obesity. More than 400 of the 10,000 torchbearers carrying the Torino 2006 Olympic Torch will be young people and teachers who have agreed on the importance of adopting a healthier more active lifestyle. This is a strong signal to help raise our country's awareness that the increase in obesity among the younger generations must be faced straight away by teaching children the importance of healthy eating habits and physical exercise.





Live Olympic ... And 150 Local Heroes...

Coca-Cola has always linked its brand name to the positive values of sport and there is no higher pinnacle of such values than the Olympic Games. For the Torino 2006 XX Olympic Winter Games, Coca-Cola and its bottlers have decided to bring local communities as close as possible to this unique celebration by offering an exclusive opportunity.

"Choose your local hero" selected, in partnership with local media of 25 different cities, some torchbearers for the Olympic Torch Relay of Torino 2006.

A local jury made up from local newspapers and authorities, have singled out the town's (and surrounding province) most representative "heroes" in 5 pre-established categories: Sport, Art & Culture, Solidarity, Education and Environment. Names were selected on specific criteria and each person had to have distinguished him or herself in one of these categories. The list drew especially on names of former sportsmen and women, as well as people linked to voluntary work and the world of solidarity. In each of the 25 towns, our newspaper partner described those singled out as candidates to its readers, asking citizens to choose and vote for their Hero, expressing a preference by sending in the voting coupon they found in the local project partner newspaper. There are 150 winners in the "Local Hero" campaign.

The "Local Hero" campaign proposed by Coca-Cola and its bottlers (Coca-Cola HBC Italia, SOCIB and SIBEG) in 25 towns represents a real celebration of the Olympic values. The initiative aims to create a link between those values (sacrifice, responsibility, courage, commitment, ethics) and Italians who - through their daily activities - are an example of them every day.

"Local Hero" is a campaign put forward by Coca-Cola and its bottlers (Coca-Cola HBC Italia, SOCIB, and SIBEG) in the following 25 towns:

Ancona, Aosta, Arezzo, Bari, Bolzano, Cagliari, Catania, Cortina, Cuneo, Lecco, Lucca, Napoli, Novara, Palermo, Parma, Pavia, Perugia, Potenza, Reggio Calabria, Siena, Treviso, Trieste, Udine, Vercelli, Verona.

Coca-Cola will liven the atmosphere during the Olympic Torch Relay

The Olympic Torch will be crossing Italy and Coca-Cola will be there alongside. To make the Relay even more memorable, Coca-Cola is organizing different events involving all the cities due to be lit up by the Flame. For 64 days, Coca-Cola will involve all the spectators lining the route and urge them to carry on living the Olympic Spirit even after the Torch has gone on its way. Each evening, a stage will be set up dedicated to the Olympic Torch celebrations with DJs, dancers, famous singers and new talent, all there to celebrate the arrival of the Torch. Exclusive **Olympic Sports Simulators** will be available: thanks to them, even those who have never seen snow can feel the adrenalin of climbing into a bob, skiing the Giant Slalom run or "surfing" in the Snowboard Cross race. To really feel like true athletes, visitors can climb into a real bobsled in the **Bobsled Kiosks** and be photographed while they race virtually.

Torch Route Kiosks will provide information on the Torch route throughout Italy and provide the countdown of how many days to go before the Games start. Even the Coca-Cola bears will be there to keep the evenings lively and animated. To get something unique as a reminder of this special day, the **Refreshment Shops** will have the legendary contour bottle in its Olympic Games limited edition available. At the end of the Relay, **Coca-Cola will carry on celebrating in Turin**. Every evening during the Olympic Games, all these attractions and events will be there in the dedicated Coca-Cola area in Piazza Solferino to celebrate the Olympic Spirit.

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Live Olympic

Coca-Cola escorts the Turin 2006 Olympic Torch Relay

Coca-Cola to act as Presenting Partner
for the 5th consecutive time

Coca-Cola has been the Official Sponsor of the Olympic Games since 1928 and, for the fifth consecutive time, the Company will once again be acting as **Presenting Sponsor for the Olympic Torch Relay** at the Turin 2006 XX Olympic Winter Games.

Ever since the Barcelona 1992 Olympic Games, Coca-Cola has escorted the Olympic Torch and the torchbearers on their journey towards lighting the Olympic Flame.

This event, which Coca-Cola is honoured to share with the people of Italy, will be launched on the 8th December.

More than **10,000 torchbearers** will run **11,000 km of relays** over **64 days**. The route will cover all Italian regions and provinces, highlight the beauty of the country and celebrate the meeting of different generations, places and cultures.

The event will provide a wealth of unforgettable moments such as **Christmas in Palermo, New Year's Eve in Naples** and a very important anniversary: precisely on the day marking celebrations for the **fiftieth anniversary of the 1956 Olympic Winter Games, the Olympic Torch will return to Cortina**. In addition, Coca-Cola will have the honour of hosting Liu Xiang, gold medal winner at the 2004 Olympic Games in Athens, to celebrate and look ahead to the company's commitment to the forthcoming Beijing Olympic Games in 2008.

Coca-Cola has had the opportunity to choose 2,000 torchbearers for the 2006 Olympic Winter Games in Turin. The torchbearers are everyday citizens. They have the honour of acting as undisputed ambassadors for the Olympic values, and acting as bearers of the joy and optimism represented by the Olympic Torch.

The torchbearers appointed by Coca-Cola include students, teachers, and "Local Heroes". They have all been selected by means of two projects "Schools in Movement" and "Local Hero". The first project involved selecting over 400 teachers, students and their relatives who all acknowledged the importance of adopting a healthy and active lifestyle; the second enables the residents of 25 Italian cities to elect the most representative member of their community.

Coca-Cola will celebrate the Olympic Torch Relay with a wealth of unforgettable events, transforming Italy into one huge travelling party for two months. Over 64 days, the party will involve onlookers and spectators invited to experience and live the Olympic Spirit even after the Torch has moved on. Every evening, Coca-Cola looks forward to welcoming you to celebrate this unique event.





Live Olympic

In ancient times the Olympic Flame embodied the spirit and ethos of the Olympic Games representing the ideals of harmony and peace. In modern times, the Olympic Flame lit up the Amsterdam Games in 1928 and, that same year Coca-Cola started its ongoing sponsorship of the Olympic Games. Through the Olympic Torch Relay, Coca-Cola would like to spread the "Olympic Spirit" throughout Italy and share the values of the "Live Olympic" philosophy with everyone.

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Live Olympic

Coca-Cola and the Olympic Games: A Long-Standing Partnership

For more than 70 years, The Coca-Cola Company has brought fans and athletes a unique and memorable Olympic experience through its partnership with the International Olympic Committee.

As the Olympic Movement's longest-standing corporate partner, Coca-Cola has helped and shared in the evolution of the Olympic Games into the world's most watched and revered sporting event. Together, Coca-Cola and more than 190 National Olympic Committees have assisted thousands of athletes in training for and competing in the Olympic Games.

The Coca-Cola Company and the modern Olympic Games enjoy a shared history. In 1886, Atlanta pharmacist John S. Pemberton invented the secret formula for Coca-Cola, and six years later, Baron Pierre de Coubertin conceived the idea for the modern Olympic Games. By 1896, the first modern Games had been held in Athens, Greece, and, at the same time, Coca-Cola was becoming available outside the United States.

The 1928 Olympic Games in Amsterdam marked the debut of The Coca-Cola Company's Olympic involvement, when a freighter arrived with the U.S. Olympic Team and 1,000 cases of Coca-Cola. Vendors sold the bottled drink from kiosks located around the Olympic Stadium and the Rowing Course, but – with the exception of customized bulletins created by an American art student and placed over each of the entrances to the stadium – no advertising or promotional materials connected Coca-Cola to the Games. 1928 was the first time Olympic competitions were held for women (track and field events) and the tradition of the Olympic Flame was revived from ancient times.

The Coca-Cola Company continued its support of the Olympic Games in Los Angeles in 1932 with the introduction of an Olympic record keeper, compliments of The Coca-Cola Bottling Company of Los Angeles. The indicator enhanced the stadium experience by showing to the crowd of 105,000 spectators the 18 world records broken. In 1934, swimming gold medalist (1924 and 1928) and later actor Johnny Weismuller became the first Olympic athlete to endorse a Coca-Cola product when he appeared with actress Maureen O'Sullivan on Coca-Cola serving trays and posters.

Coca-Cola sponsored the 1936 Games in Berlin, followed by a 12-year hiatus during World War II. At the 1936 Games, J. Paul Austin, a young Harvard undergraduate, competed for the U.S. Rowing Team. He later became president (1962), chief executive officer (1966) and chairman of the Board (1970) of The Coca-Cola Company. The Olympic Games resumed in 1948 in London. Overcoming lingering effects of the war, Coca-Cola shipped equipment from Glasgow, Scotland, and Belfast, Northern Ireland, to meet the thirsty demands of athletes and spectators in London.





Live Olympic

In 1952, Coca-Cola bottlers provided spectators at the Winter Games in Oslo with their first look at a helicopter. The aircraft was first used in a fundraising effort for Norwegian athletes and then to direct traffic during the final day of the Winter Games. At the 1952 Summer Games in Helsinki, the Company printed daily menus for the athletes in the Olympic Village and provided them with sacks and cooler bags.

In Melbourne in 1956, newspaper ads offered consumers an opportunity to attend the first Games held in the Southern Hemisphere, while trademarked visors granted attendees some relief from the sun.

During the 1960 Olympic Summer Games in Rome, Italian bottlers of Coca-Cola presented athletes and spectators with an original 45 rpm recording of the favorite song of the day: "Arrivederci Roma."

Olympic-themed commercials for Coca-Cola products brought the Olympic experience into the homes of millions of viewers in 1968, when swimming gold medalist (1960) Lynn Burke appeared in a television advertisement.

The Company continued its tradition of enhancing the Olympic experience for the fans and media at the 1964 Tokyo games with the production of guide maps, street signs, sightseeing information and a Japanese-English phrase book.

The phrase book was so popular that it was used as a template for the 1968 Games in Mexico City, the 1972 Winter Games in Sapporo, Japan, and the 1972 Summer Games in Munich, Germany. Mexico City also marked the first company sponsorship of national television coverage of both the Summer and Winter Games.

Through the decades of the 1970s and 1980s, Coca-Cola accelerated its commitment to the Olympic Movement by establishing and supporting permanent Olympic institutions. In 1979, the Company helped the U.S. Olympic Committee create the "U.S. Olympic Hall of Fame" to honor America's greatest Olympic athletes and preserve American Olympic artifacts.

The Coca-Cola Olympic Women's Sports Program was established in 1982. And in 1987, Coca-Cola became the first sponsor of the Olympic Museum in Lausanne, Switzerland, with a pledge of \$1 million (U.S.) to the International Olympic Committee.

At the 1980 Lake Placid Winter Games, more promotional goods than ever were available to the general public. Among the most popular items were a special set of eight commemorative bottles featuring Olympic events, apparel with the joint Lake Placid/Coca-Cola logo, Frisbees and the first lapel pin targeted at spectators. Interest in Olympic-related memorabilia continued to rise during the 1984 Games in Sarajevo and Los Angeles. From cooler bags to key chains to commemorative packaging, collectors found dozens of new items to add to their holdings.





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The "Coca-Cola World Chorus" performed at the Opening and Closing Ceremonies at the 1988 Winter Olympic Games in Calgary. Composed of 43 young people from 23 countries, the chorus performed the signature song of the Games -- "Can't You Feel It?" The Games in Calgary also saw the debut of the first Coca-Cola Official Olympic Pin Trading Center, which quickly became another Olympic tradition and the Games' No. 1 "spectator sport." That year in Seoul, Korea, the Company sponsored two pin centers and a national contest to design a pin for the Opening Ceremonies.

Coca-Cola Radio was introduced at the 1992 Olympic Winter Games in Albertville, providing broadcast space for disc jockeys from around the world to communicate Olympic updates to their listeners in real time. More than 350,000 people visited the Olympic Pin Trading Center and the traveling PinMobs at the Games.

The 1992 Olympic Games in Barcelona marked the first time people from other countries participated in the host country's Torch Relay through The International Olympic Torchbearers Program, presented by Coca-Cola. Coca-Cola brought together 150 runners from 50 nations to participate in the Olympic Torch Relay.

In 1994, the Coca-Cola Polar Bear featured in Company advertising became one of the world's most popular winter sports "competitors." And the International Torchbearer Program brought 30 Torchbearers from 13 countries to Norway to help carry the Flame through Oslo as it made its journey to Lillehammer.

When the Centennial Olympic Games were held in Atlanta in 1996, Coca-Cola put out the welcome mat in its hometown to enhance the experience for Olympic fans. Coca-Cola created interactive venues including Coca-Cola Olympic City, The Coca-Cola Folk Art Exhibit and Pin Trading Centers, which were visited by hundreds of thousands of people.

The 12-acre Coca-Cola Olympic City attraction provided fans with an opportunity to test their Olympic ability in virtual reality challenges, a place to learn skills and tips from coaching legends, and a chance to meet and greet Olympians.

The Coca-Cola Folk Art Exhibit celebrated folk art and craft traditions interpreted on a common canvas -- the Coca-Cola contour bottle. The Pin Trading Centers had unprecedented activity with more than 3 million pins exchanging hands.

For 1996, Coca-Cola was the exclusive presenter of The Olympic Torch Relay and promoted the selection of 2,500 of the 10,000 Torchbearers through its "Who Would You Choose" contest that allowed consumers to nominate runners. Coca-Cola expanded the International Torchbearer Program by selecting participants from more than 70 countries.





Live Olympic

The Coca-Cola Company's rich history with the Games is unmatched, and during The XVIII Olympic Winter Games in 1998, Coca-Cola continued the tradition of enhancing the Olympic experience for athletes and fans both in Nagano and around the globe. Coca-Cola shared the spirit of the Olympic Games with fans internationally through its support of Olympic Pin Trading -- where the "pin of the day" was a big hit -- and Coca-Cola Radio, and as the exclusive presenter of the Olympic Torch Relay.

In Sydney for the 2000 Olympic Games, the Coca-Cola system branched out with global and local programs. Coca-Cola South Pacific drew 90,000 Australian consumers to Redfest, the group's Opening Ceremonies celebrations in five capital cities across Australia. Redfest gave those without tickets the chance to watch the Ceremonies on giant television screens, while enjoying big-name musical acts, dance troupes, an international food fair, celebrity appearances, rides and more.

Fifty-eight stations from 13 countries broadcast from the Sydney Games via Coca-Cola Radio. The disk jockeys did their shows live while overlooking Sydney Harbour and had the opportunity to interview current and past Olympians and local celebrities. At the Coca-Cola Pin Trading Center, thousands of consumers "graduated" from Coca-Cola Pin Trading School, receiving their "Masters of Pin Administration degrees."

Nearly 300 teens from around the world attended the Company's teen programs in Sydney, called Coca-Cola Olympic Club: Sydney and POWERaDE/Aquarius Training Camp. The teens visited with an Olympic legend (Nadia Comaneci or Matt Biondi), attended Olympic events, toured Sydney and had a special behind-the-scenes look at Olympic venues.

The 2002 Games in Salt Lake City, Utah, saw the return of Coca-Cola Radio and the 2002 Olympic Torch Relay, presented by The Coca-Cola Company and Chevrolet. The Relay began in Atlanta and continued for 65 days, traveling more than 13,500 miles and passing through 46 U.S. states on the longest winter Relay in history.

The Company debuted Coca-Cola "On The Ice," a 20,000-square-foot attraction that offered fans a real winter sports adventure. Located in Salt Lake Olympic Square in downtown Salt Lake City, Coca-Cola On The Ice featured high-tech simulations and crowd action so guests could experience first-hand the thrill of the luge, bobsleigh, hockey and curling. Life-size rinks and tracks offered a 110-foot luge course with a 90-degree turn, a 50-foot long sheet of ice for curling, a bobsleigh on a 45-foot track and a 40-foot-by-12-foot hockey rink with a regulation-size net. Visitors could compete in qualifying heats and championship rounds, just like an athlete, and be recognized for a gold, silver or bronze place finish.

Center Stage, in the middle of Coca-Cola On The Ice, offered scoring updates from Olympic competition, entertainment and surprise appearances by athletes. Two special backdrops provided fans free photo opportunities, including one that let visitors step on a miniature ice rink as if they are in front row seats at a figure skating event.





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Coca-Cola had three official pin trading locations in Salt Lake and hosted "Coca-Cola Live," an entertainment area offering multi-media shows with pin trading tips, Olympic fun facts, sports trivia, country profiles, athlete interviews and giveaways.

For the Salt Lake Games, The Coca-Cola Company commissioned world-renowned artist Peter Max to paint a mosaic mural as part of the Coca-Cola Community Art Project. The mural featured artwork collected from children around the U.S. during the 2002 Olympic Torch Relay. Coca-Cola invited young people from youth programs to enter original artwork depicting their interpretations of "inspiration," the theme of the Torch Relay. Max then used those pieces to create a giant mural encompassing the spirit of the 2002 Olympic Winter Games.

For the first time at an Olympic Games, Coca-Cola and a local TV station sent Fan Vans out on the streets in Salt Lake City; three specially decorated Fan Vans made unannounced visits to retail outlets in the area and surprised shoppers with two to four tickets to an event.

For the Games in Athens, Greece, the Company presented the most far-reaching Olympic Torch Relay in Olympic history. For the first time, the Relay was truly worldwide, traveling to 30 cities in 24 countries; it concluded with a 20-day tour of Greece, the birthplace of the Olympic Games.

As the official soft drink for the Olympic Games, Coca-Cola and other Company products help refresh athletes, volunteers, officials, members of the media and spectators. Coca-Cola will continue to strive to enhance the Olympic experience for every Olympic fan and athlete.





Live Olympic

Coca-Cola and the Olympic Games: Olympic Torch Relay

Conceived by Professor Carl Diem in 1936 to establish a link between the ancient Greek roots of Olympism and their modern-day expression, the modern Olympic Torch Run represents an ancient tradition that continues to this day. The transport of the Olympic Flame is one of the simplest and most tangible expressions of the internationalism and brotherhood of the Olympic Movement.

The Olympic Flame is a symbol reminiscent of the ancient Olympic Games, in which a sacred flame burned at the altar of Zeus throughout the Games. Today, the lighting of the Olympic Flame is carried out during a solemn ceremony that takes place every two years -- for every Olympic Games and Winter Olympic Games -- in the ancient Olympic stadium in Olympia, Greece. The Olympic Flame is rekindled using the sun's rays and a parabolic mirror. Lighted at the temple of Hera in Olympia, the Olympic Flame is then passed through numerous hands on the long journey to the host city.

Since the Opening Ceremonies of the 1936 Summer Games in Berlin, the Olympic Flame has traveled tens of thousands of miles and involved thousands of Torchbearers from around the world. Torchbearers generally are selected from the cities along the Torch route. Although primarily carried on foot, the Torches have been transported in numerous ways, including by car, airplane, ship, motorcycle and wheelchair. Regardless of how it arrives, the Torch brings excitement and celebration to every city along the route.

The Olympic Flame was lighted for the first time at the Amsterdam 1928 Summer Olympic Games, where participants from 46 nations competed. One thousand cases of Coca-Cola accompanied the U.S. Olympic team to Amsterdam, marking the product's first official Olympic appearance.

The Torch Relay was introduced at the XIth Summer Games in Berlin in 1936, transporting the Olympic Flame from Olympia to the Olympic Stadium in Berlin. On its journey from Greece, the Flame was carried by nearly 3,000 runners, covering 3,075 kilometers in 11 days and 12 nights and crossing seven countries. On August 1, 1936, German athlete Fritz Schilgen ignited the Olympic cauldron in Berlin in front of 11,000 spectators and 4,000 athletes from 51 countries. With this first Torch Relay, a new symbol and a new Olympic ceremony were born.

When the Olympic Torch traveled to London for the 1948 Summer Games, most of the 12-day, 3,000-kilometer trip from Greece to England was made on foot by athletes from 57 nations. However, the Torch was transported across the English Channel on a Royal Navy warship.





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For the 1956 Summer Games in Melbourne, Australia, 3,500 Torchbearers brought the Torch from Olympia to Athens. The Flame was then put into a miner's lamp, transported by air to Australia, and carried by 2,830 runners over 13 days to its destination in the Olympic stadium. Young distance runner Ron Clarke lit the cauldron. Thirty-six years later, he carried the Flame again for Australia in the International Olympic Torchbearers Program, presented by Coca-Cola, on the road to Barcelona.

Walt Disney was in charge of staging the arrival of the Torch for the 1960 Winter Games in Squaw Valley. His plans included flying the Flame from Olympia to Los Angeles, site of the 1932 Olympic Summer Games. Six hundred high school athletes then carried the Flame in one-mile segments through San Francisco and Sacramento to a base at Squaw Valley. A helicopter then transported the Flame up the mountains to Andrea Mead Lawrence, the 1952 skiing gold medallist, who carried it down the slopes to American speed skating champion Ken Henry. Henry then skated a 400-meter oval and lighted the cauldron.

When the Torch arrived in the Olympic stadium for the 1972 Summer Olympic Games in Munich, 5,000 doves of peace were released.

At the Montreal 1976 Summer Games, for the first time in Olympic history, a man and a woman, Stéphane Prévost and Sandra Anderson, both 15 years old, together lit the Olympic cauldron. Montreal also marked the first time in the history of the Games that technology played a role in the Torch Relay. The sacred Olympic Flame was electronically transmitted from Athens to Ottawa by satellite and from there it was transported by runners to Montreal.

Forty-eight years after the great Jesse Owens carved his place in Olympic history, his granddaughter, Gina Hemphill, carried the Torch into the Olympic stadium for the Opening Ceremonies of the 1984 Summer Games in Los Angeles. Hemphill handed the Torch to Rafer Johnson, two-time Olympic decathlon medalist, who lit the Olympic cauldron.

The Games got off to a dramatic start at the Opening Ceremony of the 1988 Summer Games in Seoul, Korea, when the Torch was run into the stadium by 76-year-old Sohn Kee-chung, the winner of the 1936 marathon. In 1936, Sohn had been forced to enter using a Japanese name because Korea was occupied by Japan.

For the 1992 Winter Olympic Games, 5,500 runners carried the Torch through France to reach Albertville on February 8, 1992. This marked the highest number of Torchbearers ever on the European continent. And for the first time in the history of the Olympic Games, the Torch of the 1992 Albertville Winter Games was entirely created by a designer -- the world famous Philippe Starck, well known for the design of popular objects, such as furniture, toothbrushes and kitchen utensils.





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Traditionally, Torchbearers in the host country are selected for the Torch Run. But for the 1992 Summer Games in Barcelona, more than 150 runners from 50 countries were invited to participate in the International Olympic Torchbearers Program, presented by Coca-Cola. This marked the first time runners from outside the host country were invited to carry the Flame during the Olympic Torch Run. Among the Coca-Cola-sponsored Torchbearers representing the United States were athletes from the 1980 U.S. Olympic Team. In 1980, the athletes were unable to compete due to the U.S. boycott of the Games in Moscow. When the Flame reached the Olympic Stadium after its 3,449-mile route through Spain, archer Antonio Rebollo, a Paralympic athlete, shot an arrow to light the cauldron.

The 1994 Winter Olympic Games in Lillehammer, Norway, marked the first time that Olympic competition had been scheduled at two-year intervals and the first time in the history of the Olympic Winter Games that runners from outside the host country of the Games participated in the Olympic Torch Relay. The International Olympic Torch Runners Program, sponsored by Coca-Cola, involved 30 athletes from 13 countries in carrying the Olympic Flame during its journey to Lillehammer. The runners joined 7,000 Norwegians in relaying the Flame as it traveled on its 75-day, 8,000 kilometer journey through Norway. Each carried the Torch for 500 meters, alternately passing it to Norwegian Torchbearers. Over the course of the run, the Flame was carried by Torchbearers on foot, skis, kick sleds, horseback and wheelchairs before Prince Haakon from Norway lit the cauldron of the Olympic Flame.

For the Centennial Olympic Games in Atlanta in 1996, Coca-Cola was the exclusive presenter of the Olympic Torch Relay and played a lead role in the selection of 2,500 of the 10,000 Torchbearers through its "Who Would You Choose" contest that allowed consumers to nominate runners. The 1995 Annual Report (distributed in early 1996) even offered share owners the chance to nominate a runner. Coca-Cola expanded the International Torchbearer Program by selecting participants from more than 70 countries. Former Olympic champion (Rome 1960) and World heavyweight champion Muhammad Ali, affected by Parkinson's disease, lit the Olympic Cauldron, creating a great emotion in the stadium.

In 1998 during The XVIII Olympic Winter Games in Nagano, Japan, Coca-Cola Company brand Georgia Coffee presented the Olympic Torch Relay. Coca-Cola helped select five young people to be Torchbearers; the 12- and 13-year olds were selected through a sweepstakes contest featured in the December 1997 issue of Sports Illustrated for Kids magazine. The five youths were among the 73 Americans to carry the Olympic Flame. Figure skater Midori Ito lit the Cauldron.

At the 2000 Summer Olympic Games in Sydney, Australia, Aborigine athlete Cathy Freeman skimmed her Torch over the water, lighting a Cauldron that then surged out of the water and lifted up above her.

The Salt Lake 2002 Olympic Torch Relay presented by Coca-Cola and Chevrolet was the largest Olympic Winter Games Torch Relay in history. On Dec. 4, 2001, in Atlanta, the Olympic Flame began a journey of more than 13,500 miles through 46 American states. For the first time, the Olympic Flame visited Alaska and also travel through all previous U.S. Olympic host cities.





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The Athens 2004 Olympic Torch Relay, presented by Coca-Cola, was the first truly worldwide Torch Relay, uniting the five parts of the world represented by the Olympic rings – the Americas, Africa, Asia, Oceania and Europe.

From June 4 to August 13 2004, the Olympic Flame visited 35 cities of 27 different Nations. The Relay visited a few additional cities that have sporting, cultural or historical significance and all previous and future Summer Olympic Games host cities.

The Athens 2004 Olympic Torch was designed to resemble a leaf from an olive tree, an ancient symbol of the Athenian State and a global symbol of peace and freedom. The torch was designed to characterize the ideals of Olympism and the long relationship between the Olympic Games and Greece.

Once again Coca-Cola was Presenting Sponsor of the Olympic Torch Relay, implementing the International Torchbearers Program.



Live Olympic

"Scuole in Movimento" leave for Turin 2006 Olympic Torch Relay

The educational project to raise teacher and student awareness of the importance of a correct lifestyle helped select more than 400 torchbearers.

Scuole in Movimento rewards its participants and helps them experience the Olympic Spirit.

The project, launched by the Ministry for Education (**MIUR**), the National Olympic Committee (**CONI**), the Turin 2006 Winter Olympic Games Organising Committee (**TOROC**) and **Coca-Cola**, was launched to raise teacher and student awareness of the importance of the right kind of lifestyle and the relationship between sport and health.

As **partner in the Turin 2006 Olympic Torch Relay**, **Coca-Cola** asked the three winning schools at Province-category level to select some teachers, students and parents to be torchbearers. **412 torchbearers** to help carry the Olympic Torch on its two-month journey from Rome to Turin were selected.

"This project", announced TOROC chairman Valentino Castellani, "enables the Turin 2006 Olympic and Paralympic Games to become increasingly more involved in our schools. Our students need both sporting and Olympic values, and thanks to the partnership with Coca-Cola, the Olympic Torch Relay will be a true educational experience for young people throughout Italy."

"Through this project", declared Nicola Raffa, head of External Affairs for Coca-Cola Italia, "we wanted to answer the appeal launched by the Minister for Health to food industry companies to contribute in the fight against obesity. More than 400 of the 10,000 torchbearers carrying the Turin 2006 Olympic Torch will be young people and teachers who have agreed on the importance of adopting a healthier more active lifestyle. This is a strong signal to help raise our country's awareness that the increase in obesity among the younger generations must be faced straight away by teaching children the importance of healthy eating habits and physical exercise."

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“Local Hero” chooses the torchbearers for the Turin 2006 Olympic Torch Relay

Coca-Cola has always linked its brand name to the positive values of sport and there is no higher pinnacle of such values than the Olympic Games. For the Turin 2006 XX Olympic Winter Games, Coca-Cola and its bottlers have decided to bring local communities as close as possible to this unique celebration by offering an exclusive opportunity.

This programme will select torchbearers for the Olympic Torch Relay leaving Rome on December 8 next and arriving in Turin on February 10 2006, the opening date for the Turin 2006 XX Olympic Winter Games.

“Local Hero” has been launched in 25 towns all over Italy in partnership with local newspapers. The programme format is simple, yet inviting.

A local jury made up from local newspapers and authorities, have singled out the town’s (and surrounding province) most representative “heroes” in 5 pre-established categories: Sport, Art & Culture, Solidarity, Education and Environment. Names were selected on specific criteria and each person had to have distinguished him or herself in one of these categories. The list drew especially on names of former sportsmen and women, as well as people linked to voluntary work and the world of solidarity.

In each of the 25 towns, our newspaper partner described those singled out as candidates to its readers, asking citizens to choose and vote for their Hero, expressing a preference by sending in the voting coupon they found in the local project partner newspaper.

150: a lucky number

There are 150 winners in the “Local Hero” campaign. It is an immediate reminder that 150 is the same number of runners from 50 nations, that Coca-Cola assembled, through its sponsorship of the Olympic torchbearers international programme, for the Barcelona 1992 Olympics. While the record for the biggest Torch Relay at an Olympic Winter Games was the Salt Lake City 2002 Olympic Torch Relay: on December 4 2001, in Atlanta, the Olympic Torch began a journey of more than 22,000 kilometres across 46 American states and, for the first time, reached Alaska.

The “Local Hero” campaign proposed by Coca-Cola and its bottlers (Coca-Cola HBC Italia, SOCIB and SIBEG) in 25 towns represents a real celebration of the Olympic values. The initiative aims to create a link between those values (sacrifice, responsibility, courage, commitment, ethics) and Italians who - through their daily activities - are an example of them every day.





Live Olympic

"Local Hero" is a campaign put forward by Coca-Cola and its bottlers (Coca-Cola HBC Italia, SOCIB, and SIBEG) in the following 25 towns:

ANCONA, AOSTA, AREZZO, BARI, BOLZANO, CAGLIARI, CATANIA, CORTINA, CUNEO, LECCO, LUCCA, NAPOLI, NOVARA, PALERMO, PARMA, PAVIA, PERUGIA, POTENZA, REGGIO CALABRIA, SIENA, TREVISO, TRIESTE, UDINE, VERCELLI and VERONA.

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Live Olympic

Long Live the Olympic Spirit on its travels through Italy Coca-Cola will liven the atmosphere during the Olympic Torch Relay

For 2 months, as of December 8 next, the Olympic Torch will be crossing Italy and Coca-Cola will be there alongside.

To make the Relay even more memorable, Coca-Cola is organizing different events involving all the cities due to be lit up by the Torch. For 64 days, Coca-Cola will involve all the spectators lining the route and urge them to carry on living the Olympic Spirit even after the Torch has gone on its way.

Coca-Cola will help strengthen the Olympic Spirit's presence by following the Torch Relay for 64 days on the road through Italy, livening up several hypermarkets for 42 days and then on to Turin for the Games themselves. Coca-Cola's role will be to inspire people to live the Olympic Spirit day in, day out: Coca-Cola will create unique emotions and memorable experiences for all Italians alike.

Every day, Coca-Cola will announce the Olympic Torch's arrival: a fleet of "Coca-Cola Olympic Torch Relay" Fiat 500s will warn passers-by that the torchbearers are coming and will keep them actively involved while they wait. Just before the real protagonists, the torchbearers, arrive, the crowd will be eagerly waiting to see the Torch in the distance. **Coca-Cola will be there to light up the atmosphere.** The towns hosting the Torch will be well and truly lit up by its passage – a day to make the towns even brighter in the eyes of their citizens.

Limited edition 15-cl cans, dedicated to the Olympics, will be handed out, along with gadgets to all those waiting along the route for the Olympic Torch to pass by.

At the end of each of the 64 days, surprises will continue with the **"City Celebration"**: Coca-Cola will celebrate, along with the other Relay Partners, the lighting up of the Olympic brazier with an **Interactive Road Show**, giving everyone the chance to live a really unique experience. Those who take part can really, physically live the Olympic Spirit!

Each evening, a stage will be set up dedicated to the Olympic Torch celebrations with DJs, dancers, famous singers and new talent, all there to celebrate the arrival of the Torch.

Exclusive **Olympic Sports Simulators** will be available: thanks to them, even those who have never seen snow can feel the adrenalin of climbing into a bob, skiing the Giant Slalom run or "surfing" in the Snowboard Cross race. Those who prefer video games to virtual reality have the **Video Game Kiosk**, dedicated to gaming with the Olympic sports.

To really feel like true athletes, visitors can climb into a real bobsled in the **Bobsled Kiosks** and be photographed while they race virtually.

Torch Route Kiosks will provide information on the Torch route throughout Italy and provide the countdown of how many days to go before the Games start. Even the Coca-Cola Olympic bears will be there to keep the evenings lively and animated.

You can email friends all over the world from **the E-mail Postcard Booth** and invite them to join you.





Live Olympic

And for those who want to know the historic ties linking Coca-Cola to the Olympic Games since 1928, a dedicated space will provide all the news and curious facts and figures about it.

To get something unique as a reminder of this special day, the **Refreshment Shops** will have the legendary contour bottle in its Olympic Games limited edition available.

At the end of the Relay, **Coca-Cola will carry on celebrating in Turin**. Every evening during the Olympic Games, all these attractions and events will be there in the dedicated Coca-Cola area in Piazza Solferino to celebrate the Olympic Spirit.

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Live Olympic

Discovering initiatives for Winter Olympic Games of Turin 2006

Coca-Cola invites also its consumers to live the Winter Olympic Games through dedicated promotions in Point of Sales

As Olympic Games Sponsor, The Coca-Cola Company and its Bottling partners are walking to the maximum sport event of 2006: the XX Winter Olympic Games of Turin 2006.

Coca-Cola does not only promote this event, but would like to let its consumers closer to the Olympic Spirit, through different promotion activities in point of sales.

Olympic Torch Realy and Consumers

For the next XX Winter Olympic Games of Turin 2006, Coca-Cola decided to give the possibilities to local communities to breathe the Olympic Spirit offering them exclusive opportunities.

Between the all initiatives, Consumers can participated to the draw that have the objective to select more than 300 torchbearers for the Olympic Torch Relay that will start next December 8th from Rome and will end in Turin on February 10th, before the official Opening ceremony of the Winter Olympic Games of Turin 2006.

Coca-Cola clients involved in this promotion are **Carrefour, Coop Italia, Autogrill, Blockbuster**: lucky torchbearers have been selected with a draw between cards distributed inside about 300 Iper and Super and in 15,000 point of sales.

Other promotion activities have been activated with other Coca-Cola clients as **Carrefour, Cityper (gruppo Sma), Bennet, Ipercoop, Esselunga, Conad, Iper** and **Pam**.

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Please find attached some promotion initiatives and others activations divided by national level chain. From November to January, 250 Iper, 250 Superstore, 800 Super and 2000 Superette will be involved in these "Olympic" promos.

Travelling Road Show

Olympic Games will arrive directly to our clients. How? With a dedicated traveling **road show** that will be in 18 Iper of Coop and Carrefour.

Point of Sales involved: Carrefour - Carugate (Milan); Carrefour - Pinerolo (Turin); Ipercoop - Rovereto (Bolzano); Carrefour - Portogruaro (Trieste); Iper Galassia - Verona; Ipercoop L'Aquilone - Carasco (Genoa); Carrefour Casalecchio - Bologna; Ipercoop - Sesto Fiorentino (Florence); Carrefour Camerano - Ancona; Carrefour La Romanina - Rome; Ipercoop Centro d'Abruzzo - Pescara and Ipercoop i Leudi - Marasco (Genoa).

Other initiatives

Carrefour: from October, in 33 point of sales, buying packages of 4 pet bottles 1,5 lt or 8 0,5 l Pet of Coca-Cola, Coca-Cola light and Coca-Cola without caffeine you will receive a picture of you and Coca-Cola Olympic Polar Bear. More over, participating with a scratch and win card you can win a Dock Kodak printer and a Kodak digital camera.

Cityper (Sma group), Bennet, Ipercoop: always in October, in 100 point of sales, buying packages of 4 pet bottles 1,5 lt or 8 0,5 l Pet of Coca-Cola, Coca-Cola light and Coca-Cola without caffeine you can win, participating with an SMS, one of the 150 Panasonic DVD recorder or, sending the participation ticket, one of the 20 Plasma TV.

Esselunga: from 10 to 24 October, in 58 point of sales, you can win with a scratch and win a funny bag with the Olympic logos. You will receive your scratch and win buying packages of 4 pet bottles 1,5 lt or 8 0,5 l Pet of Coca-Cola, Coca-Cola light and Coca-Cola without caffeine

Conad: in 236 supermarkets, during October buying packages of 4 pet bottles 1,5 lt or 8 0,5 l Pet of Coca-Cola, Coca-Cola light and Coca-Cola without caffeine you can win a Coca-Cola Olympic tray

Ipercoop: in Novembre, in 59 Iper, you can instantly win 500 MP3 and participate to the final draw of 10 Panasonic plasma tv sending an SMS with the code that you will find on pet bottles 1,5 lt or 0,5 l Pet of Coca-Cola, Coca-Cola light and Coca-Cola without caffeine

Iper: 25 Iper, buying 4 pet bottles 1,5 lt or 8 0,5 l Pet of Coca-Cola, Coca-Cola light and Coca-Cola without caffeine customers can win 3 Coca-Cola coasters

Pam, from 31 October to 12 November in 100 Super buying Pet bottles 1,5 lt or 0,5l of Coca-Cola, Coca-Cola light and Coca-Cola without caffeine you can win the Coca-Cola Olympic mug.

Gs and Di per Di, in 73 Super consumers can win Winter Olympic Games glasses or caps buying Pet 0,5 and 1,5 of Coca-Cola, Coca-Cola light and Coca-Cola without caffeine.





Live Olympic

First objective of Coca-Cola HBC Italia, bottling company that operates in North and Center Italy, is to grant the availability and visibility of The Coca-Cola Company products in the market and in the Olympic venues.

Piemonte Region will be the main protagonist of the next Winter Olympic Games of Turin 2006, and will be activated with a dedicated activity involving a staff composed by 72 people and activating 4555 point of sales.

10.070 Olympic window freezers will be present in all Piemonte provinces, and all the North West region will be activated with 15371 window freezers.



Live Olympic

Coca-Cola presents "Torch Exhibition Tour"

*A unique exhibition of the Olympic Torches escorted
by Coca-Cola over the past 14 years.*

In its role as Official Sponsor for the Olympic Games since 1928 and Presenting Sponsor for the Olympic Torch Relay for the fifth time, **Coca-Cola invites you to visit the exhibition "Torch Exhibition Tour"**.

In order to publicise its involvement in the Turin 2006 Olympic Torch Relay, Coca-Cola has decided to give a number of towns that will host the Olympic Torch the opportunity to display some past editions of torches, as well as the torch that will be used for the forthcoming Turin 2006 Olympic Winter Games.

This unique exhibition will display the Olympic Torches escorted by Coca-Cola from 1992 to the present-day as well as the torches that kindled the Olympic Flame at Cortina in 1956 and Rome in 1960.

Thanks to the agreement which has tied the company closely to the International Olympic Committee since 1928 (and which was recently extended until 2020), Coca-Cola and the Coca-Cola bottling companies have decided to bring local communities closer to this unique event by selecting several torchbearers to carry the Olympic Torch on its journey through Italy.

The project "**Scuole in Movimento**" sponsored by the Italian Ministry for Education, the Italian National Olympic Committee, the Turin 2006 Olympic Winter Games Organising Committee and Coca-Cola, was created to raise teacher and student awareness of the importance of a healthy lifestyle and the connection between sport and physical well-being: in addition to competing for national prizes, the first three schools at a Province-category level have selected over 400 students, parents and teachers to act as torchbearers for the Turin 2006 Olympic Torch Relay.

Through the "**Local Hero**" campaign, Coca-Cola and the Coca-Cola bottling companies, with the support of several local newspapers, have promoted a project to select leading figures from 25 Italian cities. Chosen by the city inhabitants themselves, the above 150 winners will have the honour of bearing the tidings of joy and optimism embodied by the Olympic Torch for 400 meters.





Live Olympic

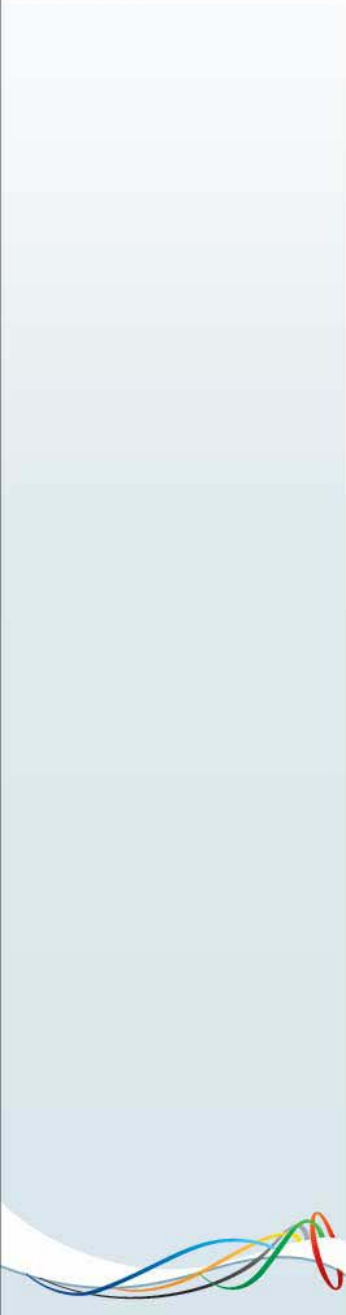
Onlookers will be able to meet the torchbearers chosen by Coca-Cola in the various cities hosting the "Olympic Torch Relay". The calendar is detailed below:

Catania:	Shopping Centre Le Zagare	26 Sept - 4 Oct 2005
Lanciano:	Shopping Centre Thema Policenter	7-9 Oct 2005
Florence:	Shopping Centre Ipercoop, Sesto Fiorentino	17- 22 Oct 2005
Bologna:	Sala Borsa	24 Oct - 6 Nov 2005
Turin:	Shopping Centre: 8 Gallery - Lingotto	8 - 10 Nov 2005
Naples:	Città della Scienza, mostra Futuro Remoto	16 - 27 Nov 2005
Turin:	Sponsor Village, Piazza Solferino	10 - 26 Feb 2006

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Live Olympic

The Coca-Cola Polar Bears bring the Olympic Spirit to consumers

Christmas is coming and Coca-Cola is ready to delight you with all the magic and warmth of the season. Christmas will be very special this year since Coca-Cola is going to share the spellbinding emotions of the Turin 2006 Olympic Winter Games with Italians everywhere.

In its role of Sponsor for the Turin 2006 Winter Olympic Games, Coca-Cola has decided to combine the magic of Christmas with that of the Games to create a truly unique event.

Starting from the 1st November 2005 through to the 10th February 2006, the **Coca-Cola Polar Bears** will be ready to award prizes so you too can experience the warmth and joy of Olympic competitions.

By collecting 18 points from Coca-Cola PET bottles, caffeine-free Coca-Cola, Coca-Cola Light (Diet), Fanta Orange and Sprite you can take part in a weekly prize draw; the first names out of the hat every week during the 10-week competition will win one of the **10 Coca-Cola Olympic Polar Bear 4x4 PANDA** motor cars.

In addition, the winners will be given the exceptional opportunity to experience the Winter Olympic Games live: with a guest of their choice, they will be able to spend **4 days and 3 nights in Turin during the Olympic Winter Games on all-inclusive package**. They will be able to watch the most breathtaking Olympic competitions and meet the athletes and artists taking part in the evening events. At the end of the stay, the **Coca-Cola Olympic Polar Bears** will hand over the keys of the 10 Coca-Cola Olympic Polar Bear 4x4 PANDAS so the winners can drive home.

Everyone who takes part in the weekly selection will have the opportunity to win one of the **10,000 exclusive cuddly Coca-Cola Olympic Polar Bears**.

And there is more to come! Another 50 consumers will find out they have won a wonderful prize straight from the ... can! For the first time in Italy, Coca-Cola will market **50 talking cans**, absolutely identical to ordinary Coca-Cola cans: the cans contain an innovative, custom made mechanism which when opened will announce the consumer has won a **SAN PAOLO pre-paid card**.

Coca-Cola is synonymous with Christmas and the Olympic Games; two very special events which are linked by shared values, and first and foremost by solidarity. For every winner of the pre-paid card, **Coca-Cola will donate sports equipment to a school chosen by the consumer**.

Moreover, one hundred 20-cl glass bottles of Coca-Cola include **100 winning caps for giant Coca-Cola teddy bears**.





Live Olympic

This year, Christmas will have a little extra magic since Coca-Cola is the bearer of both Christmas magic and Olympic spirit. Take part in the event and join Coca-Cola for the forthcoming Turin 2006 Olympic Games.

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Live Olympic

Discover the next Turin 2006 Olympic Winter Games online

A specially-dedicated area for all those interested
can be found on our website at www.coca-cola.it

As Sponsor of the Turin 2006 XX Olympic Winter Games, Coca-Cola has decided to create a dedicated area on its website www.coca-cola.it aimed at raising interest and curiosity in the Olympics, as well as supplying useful information on events marking this exciting occasion.

Coca-Cola has flanked the Olympic Committee for 78 years now and will carry on doing so until 2020. This historic partnership allows you to consult a special **timeline from 1924** till the present-day for more facts, figures and curiosities on previous editions of the Olympics.

Visitors can also consult the **complete competition calendar**, with information on the areas hosting the next Olympic Games and a section dedicated to the Olympic Torch Relay.

The Olympic Torch Relay, leaving Rome on December 8 2005, will journey through Italy along a 10,000 km route crossing all the Italian regions and provinces. Coca-Cola will be part of this Relay and has already chosen **2,000 torchbearers**. The website has a **section dedicated entirely to them** which will be updated during the Relay with pictures and interesting news items. The torchbearers will also have a dedicated e-mail area so they can tell all their friends about their one-off chance of a lifetime.

The complete list of the Olympic Torch Relay legs will be made available, followed by all the events organized to celebrate it.

Besides details of dates for the "Torch Exhibition Tour" - a travelling display of all Olympic Torches sponsored by Coca-Cola - a calendar of all occasions and events organized along the entire Olympic Torch Relay route, from December 8th 2005 to February 10th 2006, will also be available.

Visitors can find details on how and where to expect us during this two-month party; everything from the names of the artists taking part in concerts to all the events and attractions on offer.

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