

A Tradition of Community Support

From its beginnings in the late 19th century when Atlanta was building its commercial and economic base, The Coca-Cola Company has served as a catalyst for progress. Over the years the company has made significant civic and financial contributions that have, in turn, supported and strengthened the city that Atlanta has become. The company's presence can be felt all across the city – through its universities, civic and nonprofit institutions, and its public spaces.

Giving back locally has long been a company priority, and that tradition of community support continues today at Pemberton Place. Named for Dr. John S. Pemberton, the pharmacist who invented Coca-Cola® in Atlanta in 1886, the 20-acre complex is currently home to the Georgia Aquarium and the NEW World of Coca-Cola® (opening May 2007).

Quick Facts: Pemberton Place and Atlanta Impact

- **Land Grants:** The Coca-Cola Company donated nine acres to the Georgia Aquarium and 2.5 acres to the City of Atlanta for construction of a human rights center. The estimated value of the land is about \$36 million
- **Green Space for Atlanta:** The land between the New World of Coca-Cola and Georgia Aquarium adds five acres of green space to downtown Atlanta
- **The Impact:*** The combined estimated economic impact of the Georgia Aquarium and the New World of Coca-Cola is more than \$105 million per year for Atlanta
 - **Jobs:** The two attractions will create more than 2,700 direct and induced permanent jobs
 - **Visitation:** One million people are expected to visit the New World of Coca-Cola annually
 - 19 percent of the attraction's visitors are expected to come from overseas
 - Estimates indicate that 44 percent of out-of-town visitors to Pemberton Place will stay over night in local hotels resulting in more than \$1 million in tax revenue per year

Key Milestones: Coca-Cola and Atlanta Impact

The company's long history of community support includes:

- Asa Candler, a company founder, donated \$1 million to help defray the costs of establishing Emory University
- Robert Woodruff, president of The Coca-Cola Company for 60 years, led the effort to secure the Centers for Disease Control and Prevention (CDC) headquarters. The CDC's annual economic impact in Georgia is **\$2.5 million**
- Brothers Robert and George Woodruff donated approximately **\$105 million** to Emory University in 1979, which at that time was the largest single gift to an educational institution in the nation's history
- Centennial Olympic Park received a gift of **\$33 million** from The Coca-Cola Company (nearly half of the park's total cost)
- The Coca-Cola Company contributed **\$10 million** to support the construction of a new Symphony Hall
- The company contributed **\$1 million** (including in-kind support) to the Brand Atlanta Campaign
- The company sold the building for the current World of Coca-Cola to the State of Georgia for a fraction of its appraised value

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*Source: Dr. Bruce Seaman, Associate Professor of Economics, Georgia State University, Policy Research Center



Along with many of its local bottlers, The Coca-Cola Company makes a significant impact on communities in each country where it operates. Estimates indicate that for every job within The Coca-Cola Company system, 10 additional jobs are created locally. In addition, the company devotes resources to a number of community-based initiatives around the world, including:

Did you Know?

Around the World: The Coca-Cola Company Citizenship Highlights

- **Vietnam:** Launched the Coca-Cola Pushcart Project, which has provided pushcarts, initial product and sales training for more than 4,000 disadvantaged Vietnamese women since 2002
- **Kenya:** Partnered with CARE to bring wells and water storage facilities to 45 schools in western Kenya
- **China:** Helped build 57 schools and more than 100 libraries in impoverished areas through a partnership with The China Youth Development Foundation called Project Hope
- **Italy:** Created programs to encourage physical activity around the world, such as “Schools in Motion” in Italy, in which more than 130,000 students from 1,200 schools have participated
- **Uganda:** Helped to build a state-of-the-art wastewater treatment plant that reduces water usage and returns treated water to the community for irrigation
- **Equador:** Partnered with the Galapagos Foundation to establish a recycling education center. As part of the project, approximately 8,700 kg of recycled goods are collected each month
- **United States:** The Coca-Cola Foundation awarded more than \$26 million in higher-education scholarships to 3,250 students in the United States since 1986
- **Global:** The company and foundation spent \$76 million on community projects in 2005

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