



**IMMEDIATE RELEASE**

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**“COCA-COLA AWARD: LIVE OLYMPIC” PRESENTED IN TORINO**

**Olympian Jeroen Straathof of the Netherlands Honored  
With Sixth Award in Series from Coca-Cola during Torino 2006**

***Original Renato Missaglia Art Piece to Recipient***

**TORINO, Italy, February 14, 2006** – The Coca-Cola Company today presented Dutchman Jeroen Straathof with “The Coca-Cola Award: Live Olympic.” The award was presented by Scott McCune, vice president, Worldwide Sports, Entertainment and Licensing, The Coca-Cola Company.

Mr. Straathof, from Leiden, the Netherlands, is the only athlete ever to compete in the Olympic Winter Games, Olympic Games (summer) and Paralympic Games. Since retiring from athletic competition after the Athens 2004 Olympic Games, he has served as an ambassador for “Right To Play,” an athlete-driven, international, humanitarian organization that uses sport and play as a tool for the development of children and youth in the most-disadvantaged areas of the world.

The “Coca-Cola Award: Live Olympic” recognizes individuals who reflect the ideals of the Olympic Games in their everyday lives. The Coca-Cola Company is recognizing new recipients daily during the Torino 2006 Olympic Winter Games. Ceremonies take place inside the Coca-Cola Press Lounge at the city’s Piazza Solferino.

“Live Olympic,” the recently introduced marketing platform for the long-time Coca-Cola association with the Olympic Movement, draws from the simple proposition: “What if the Olympic Spirit came around every two seconds, instead of every two years?” Much as the Olympic Games bring out the best in athletic achievement, “live Olympic” suggests 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.

In presenting the award, Mr. McCune cited both Mr. Straathof’s unique athletic accomplishments and his concern for underprivileged youth. “Your athletic skills amaze us and your compassion for youth moves us,” said Mr. McCune. “Through your devotion to the world’s neediest children, and your steadfast support of Right To Play, you truly live Olympic and, for that, we are privileged to present you with the Coca-Cola Award: Live Olympic.”

Mr. Straathof joins a list of award recipients that includes, among others, inspirational family members and coaches of Olympians, organizers of sports

training and education for youth, and individuals who have tirelessly supported national teams and athletes.

Each “Coca-Cola Award: Live Olympic” presented during the next two weeks is an original work of airbrushed acrylic commissioned by Coca-Cola from renowned Italian artist Renato Missaglia.

A native of Brescia, Italy, Missaglia has participated in numerous joint exhibitions and held several personal shows both in Italy and abroad, including a showing at the Louvre in Paris. Missaglia’s works also are included among numerous public and private collections, including the modern art collection at the Gulbenkian Foundation in Lisbon, Portugal. He now lives in Gussago, Italy.

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola, recognized as the world's most-valuable brand, the Company markets four of the world's top five soft drink brands, including Diet Coke, Fanta and Sprite, and a wide range of other beverages, including diet and light soft drinks, waters, juices and juice drinks, teas, coffees and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1 billion servings each day. For more information about The Coca-Cola Company, please visit the Web site [www.coca-cola.com](http://www.coca-cola.com).

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**NOTE TO MEDIA:**

*The daily presentations in Torino of the “Coca-Cola Award: Live Olympic” take place in the Coca-Cola Press Lounge (at Piazza Solferino) at 6:00 p.m. through February 25. Announcements of the award, along with images of the presentations, can be found online at [www.coca-cola.com](http://www.coca-cola.com).*

**Now Blogging from Italy: “Torino Conversations”  
With International Journalism Students**

*View commentary from college journalism students and graduates – and their readers – about the colorful scene at the XX Olympic Winter Games-Torino 2006, at the Weblog [torinoconversations.coca-cola.com](http://torinoconversations.coca-cola.com).*