



**IMMEDIATE RELEASE**

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**FIGURE SKATING PAIR FROM CHINA OVERCOMES ADVERSITY,**  
**RECEIVES “COCA-COLA AWARD: LIVE OLYMPIC” IN TORINO**

**Torino 2006 Bronze Medalists**  
**Zhao Hong Bo – Back from Injury – and Shen Xue**  
**Honored with Tenth Award in “Live Olympic” Series**

***Original Renato Missaglia Art Piece to Recipients***

**TORINO, Italy, February 18, 2006** – Pairs figure skating stars Shen Xue and Zhao Hong Bo, of China, today received the “Coca-Cola Award: Live Olympic.” The award was presented by David Brooks, general manager of the Beijing 2008 Olympic Project Team for The Coca-Cola Company.

Zhao remarkably overcame an October 2005 injury to team with Shen and earn a bronze medal at the Torino 2006 Olympic Winter Games. The duo also captured a silver medal at the Salt Lake 2002 Games.

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

“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. Brooks cited the couple’s determination, even through pain. “Shen, Hong Bo, your perseverance warrants our admiration and your pride in China moves us. For your dedication to one another, for your willingness to fight through injury, and for your medal-winning performance here in Torino, I am very pleased to present you with the Coca-Cola Award: Live Olympic.”

Shen Xue and Zhao Hong Bo join 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 Torino 2006 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 found among numerous public and private collections, including the modern art collection at the Gulbenkian Foundation in Lisbon, Portugal. He now lives near Brescia 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, on the Weblog [torinoconversations.coca-cola.com](http://torinoconversations.coca-cola.com).*