



**IMMEDIATE RELEASE**

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**AMERICAN FAMILY HONORED FOR GENERATIONS OF SUPPORT**  
**FOR SKI SPORT AND OLYMPIC WINTER GAMES**

**Lamb Family, of Lake Placid, N.Y.,  
Receives “Coca-Cola Award: Live Olympic”  
In Ceremonies during Torino 2006**

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

**TORINO, Italy, February 19, 2006** – The Coca-Cola Company today presented the Lamb family, of Lake Placid, New York, with the “Coca-Cola Award: Live Olympic.” The family was honored for its two generations of support for the Olympic Winter Games and ski sport, as organizers, athletes and coaches. Brothers Joe and Tracey Lamb accepted on the family’s behalf.

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.

Parents Vern and Winnie Lamb have long been extremely active in the Nordic arena and were driving forces in bringing the 1980 Olympic Winter Games to Lake Placid. Vern is in the U.S. Ski and Snowboard Association (USSA) Ski Hall of Fame and Winnie is in the Lake Placid Hall of Fame for her long-standing work for Nordic skiing.

Of their four children, two have found their own prominent places within the Olympic Movement: Tracey Lamb, the 2006 Team USA biathlon team leader in Torino, was also the coach of America’s 1988 Olympic Biathlon Team. In 1992, when the new Lake Placid Olympic Training Center was completed, he was named the facility’s operations manager. He currently serves as its associate director.

His brother, Joe Lamb, an Olympian in Nordic Combined, is now the technical delegate in charge of the Nordic Combined competition at the Torino 2006 Games. In 2002, the USSA presented him with one of its top honors, the Westhaven Award for outstanding service as a technical delegate, for his exemplary and long-standing service to ski sport.

Joe Lamb is currently an official and committee member of the Fédération Internationale de Ski (FIS) – the International Ski Federation – and a driving force in U.S. and international Nordic skiing. He runs the Lamb family business, Lamb Lumber, in Lake Placid and is active at the Olympic Games and FIS levels in jumping and Nordic Combined.

Today's award ceremony included praise of the Lamb family's passion for Olympism and their undying support for ski sport: "Your family embodies the passion and commitment that is the Olympic spirit," Petro Kacur, The Coca-Cola Company, said in presentation remarks to the Lamb brothers. "We are awed by your family's dedication and devotion to ski sport and to the Olympic Winter Games. For the positive impact you have made on winter sports worldwide, and for the Lamb legacy begun by Vern and Winnie and continued by you, we are proud to present you with the Coca-Cola Award: Live Olympic."

The Lambs 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 and the Olympic Movement.

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 (the ceremony on Feb. 23 begins at 5:30 p.m.). 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).*