



**IMMEDIATE RELEASE**

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**“COCA-COLA AWARD: LIVE OLYMPIC” HONORS**

**AMERICAN ANITA DeFRANTZ FOR SERVICE TO SPORT**

***Coca-Cola Presents Twelfth Award in Torino Series;  
Original Renato Missaglia Art Piece to Recipients***

**TORINO, Italy, February 20, 2006** – Anita DeFrantz of the United States was announced as today’s recipient of the “Coca-Cola Award: Live Olympic.” Ms. DeFrantz was honored for her three decades of broad-ranging service to sport – as an athlete, administrator and pioneer.

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.

Ms. DeFrantz earned a bronze medal in rowing at the Montreal 1976 Olympic Games and later became vice president of the organizing committee for the Los Angeles 1984 Olympic Games. In 1986, she became the first American woman and the first African-American to represent the United States as a member of the International Olympic Committee. In 1992, she was named chair of the IOC Committee on Women and Sport.

Today, in addition to a variety of boards and sports-related philanthropic organizations, Ms. DeFrantz is president and a member of the board of directors of the Amateur Athletic Federation.

Ms. DeFrantz 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 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.

“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.

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 presentation images, 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).*