



IMMEDIATE RELEASE

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**TOROC OLYMPIC EDUCATION LEADER MARIA CAIRE HONORED**

**WITH "COCA-COLA AWARD: LIVE OLYMPIC"**

***Unsung Heroes Saluted during Torino 2006,  
Presented Original Renato Missaglia Artworks***

**TORINO, Italy, February 12, 2006** – The Coca-Cola Company today presented Italy's Maria Caire, head of the Olympic Education Program for the Torino Organising Committee (TOROC), with "The Coca-Cola Award: Live Olympic." The award was presented by Nicola Kettlitz, general manager, 2006 Torino Olympic Project Team, The Coca-Cola Company.

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. Kettlitz cited Ms. Caire's personal efforts and leadership and the impact they have made. "Great programs like this don't just happen. They are the result of vision, thoughtfulness, planning and passion – passion for the children and for the Games. All of these attributes can be found in Maria Caire," he said. "Maria, the Olympics have created many heroes and a remarkable legacy of excellence, but the legacy of your program – peace and understanding among our children – may be the greatest Olympic legacy of all."

Ms. Caire joins the list of unsung heroes who are being honored here for behind-the-scenes contributions that have propelled others to success. The award recipients during Torino 2006 include, 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 Games 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. His works are included among a variety of 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).*