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Proponents of Positivity to Receive Coca-Cola “Live Positively Awards” During Beijing 2008 Olympic Games

***2008 Recipients Include Liu Xiang, Svetlana Zhurova, Shawn Johnson,
The Lopez Family, BOCOG Volunteers and China’s “Mr. Olympics” He Zhen Liang***

BEIJING, August 2008 – Beginning August 9, ceremonies for the Coca-Cola “Live Positively Awards” – celebrating those who make positive choices and strive to better themselves, their communities and others in their everyday lives – will unfold daily during the Beijing 2008 Olympic Games.

The award ceremonies take place August 9-23 (except August 13) at 6:00 p.m. inside the Coca-Cola “Shuang Experience Center,” within the Olympic Green complex of sports and media venues. The Shuang Experience Center is located across from the International Broadcast Center.

“The Coca-Cola Live Positively Awards celebrate individuals and organizations who give back to others and their communities, by upholding the ideals of the Olympic Games in their everyday lives,” said Kevin Tressler, director, Worldwide Sports and Entertainment Marketing, The Coca-Cola Company. “By having the courage to dream bigger and believe in what is possible – not what is impossible – these recipients contribute to a more-positive reality that both improves the world we live in and inspires others to also create a positive impact.”

“Live Positively” Honorees

Sixteen honorees – individuals, families and organizations – are scheduled as recipients of the 2008 Coca-Cola Live Positively Awards:

- **Aug. 9 – Dr. Reinhold Lopatka**, the Austrian State Secretary of Sport who is an advocate of his country’s “Integration through Sport Program,” which helps immigrants assimilate into Austrian society through athletic activities.

- **Aug. 10 – Jean-Claude Killy**, the French skiing legend who swept all three men's Alpine events at the 1968 Olympic Winter Games, subsequently served as co-president of the Albertville 1992 Olympic Winter Games, and today is an instrumental member of the International Olympic Committee.
- **Aug. 11 – Ronald McDonald House Charities China**, which quickly activated a broad relief program that includes the rebuilding of several schools destroyed by the May 2008 Sichuan Province earthquake in China.
- **Aug. 12 – Xin Jing**, a leading Chinese visual artist who participated in the recent Coca-Cola "WE8" project (coca-cola.com/we8), which fostered cultural and artistic exchange between graphic designers from China and music artists from around the world.
- **Aug. 13 – No award ceremony.** *World premiere of Coca-Cola "Environmental Champions" film documentary at Shuang Experience Center (8:30 p.m.).*
- **Aug. 14 – Bud Greenspan**, the preeminent maker of sports films and longtime producer of official documentaries of the Olympic Games; and **Svetlana Zhurova**, currently vice president of the Russian State Duma and a four-time Olympian who won a speed-skating gold medal in 2006, two years after giving birth.
- **Aug. 15 – The Lopez Family**, America's "First Family of Taekwondo," with an unprecedented four siblings representing the United States in the same sport in the same Olympic Games (team members Steven, Mark and Diana Lopez and head coach Jean Lopez).
- **Aug. 16 – Special Olympics**, for 40 years of positive contributions, by empowering individuals with intellectual disabilities to become physically fit, productive and respected members of society through sports training and competition. Accepting the award on behalf of Special Olympics will be 1976 gold medalist **Nadia Comaneci**, the first female gymnast to record a perfect 10 in Olympic Games competition and currently a vice chair on the board of directors of Special Olympics.
- **Aug. 17 – Davis Phinney**, the 1984 Olympic Games cycling bronze medalist who later was diagnosed with Parkinson's disease and established the Davis Phinney Foundation, whose single mission is to improve the lives of people with Parkinson's.
- **Aug. 18 – He Zhen Liang** (also known as China's "Mr. Olympics" for his key role in bringing the 2008 Olympic Games to Beijing), an executive member of the Beijing Organizing Committee for the Games of the XXIX Olympiad (BOCOG) and honorary president of the Chinese Olympic Committee; and **The William E. Simon Endowment for the Support of Athletes**, for its program subsidizing training for athletes needing financial assistance. Accepting the award on behalf of the William E. Simon Endowment will be **Donna de Varona**, the 1964 Olympic Games swimming gold medalist from the United States.

- **Aug. 19 – Yang Ming**, the award-winning sports journalist from China’s Xinhua News Agency and the first Asian reporter to receive an award from the American Sports Academy.
- **Aug. 20 – Donnie Pei**, a professor at Beijing’s Capital Institute of Physical Education and the head of the Olympic Education Programme, which teaches Olympic values to students in more than 500 schools throughout China.
- **Aug. 21 – Shawn Johnson**, the American gymnast who overcame last-minute training disruptions – due to flooding of her home gym in Iowa – to qualify for the Beijing 2008 Olympic Games at the U.S. Olympic Team Trials for Gymnastics.
- **Aug. 22 – Volunteers for the Games of the XXIX Olympiad**, for the selfless work, joyful participation and positive contributions by the more-than 100,000 volunteers for the Beijing 2008 Olympic Games.
- **Aug. 23 – Liu Xiang**, whose stunning, breakthrough gold medal performance for China in the men’s 110-meter hurdles at the Athens 2004 Olympic Games brought Asian sprinting into the spotlight.

No award ceremony is scheduled for August 13, when the Shuang Experience Center hosts the world premiere of the new Coca-Cola “Environmental Champions” film documentary, at 8:30 p.m. The film profiles the environmental achievements of seven torchbearers selected by Coca-Cola for the Beijing 2008 Olympic Torch Relay.

“Live Positively” represents The Coca-Cola Company’s philosophical approach to building sustainable communities, through initiatives that protect the environment, conserve resources and enhance the economic development of the communities where it operates. The Live Positively concept grew from the recognition that sustainable growth for The Coca-Cola Company is integrally connected to both its business and its marketing success, as well as its societal role.

The physical award to be presented each honoree depicts the new Coca-Cola emblem for “Live Positively.” The sculptured medallion is made from 100-percent recycled glass and is set in a frame fashioned from reclaimed barn wood.

The Live Positively Awards are a feature of the “Live Olympic on the Coke Side of Life” campaign for the Beijing 2008 Olympic Games. The campaign centers on the Olympic spirit of positivity in daily life.

This is the second edition of the Coca-Cola Live Positively Awards. The program was inaugurated as “The Coca-Cola Award: Live Olympic” during the Torino 2006 Olympic Winter Games.

The Coca-Cola Company

The Coca-Cola Company is the world’s largest beverage company, refreshing consumers with more than 450 sparkling and still brands. Along with Coca-Cola, recognized as the world’s most-valuable brand, the Company’s portfolio includes 12 other billion-dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero,

vitaminwater, Powerade, Minute Maid and Georgia Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.5 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our Web site at www.thecoca-colacompany.com.

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NOTE TO EDITORS: All credentialed media are invited to attend the daily "Live Positively Awards" ceremony August 9-23 at the Coca-Cola "Shuang Experience Center," on the Olympic Green in Beijing. Award recipients will be available for interviews and photo opportunities. There will not be a ceremony on August 13. Two awards are being presented on August 14 and August 18. Ceremonies commence at 6:00 p.m.

Additional details and digital images relating to the Coca-Cola Live Positively Awards, as well as the Coca-Cola partnership with the Beijing 2008 Olympic Games, will be available at The Coca-Cola Company online press center:

www.thecoca-colacompany.com/presscenter/presskit_olympicgames2008_overview.html

Information about Coca-Cola China programs for the Beijing 2008 Olympic Games:

www.coca-cola.com.cn/shuangcity

Consumers around the world can share stories, ask questions and learn more about the partnership of Coca-Cola and the Olympic Games through the new Weblog

www.Coca-ColaConversations.com. *The blog shares an insider's view of the heritage of Coca-Cola from Phil Mooney, Company archivist and resident historian.*