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**“Mr. Olympics” He Zhen Liang of China  
Receives Coca-Cola “Live Positively Award”  
During Olympic Games in Beijing**

**BEIJING, August 19, 2008** – He Zhen Liang, known as China’s “Mr. Olympics,” today received the 2008 Coca-Cola “Live Positively Award” during ceremonies at the Coca-Cola Shuang Experience Center in Beijing.

The Coca-Cola Live Positively Awards celebrate those who make positive choices and strive to better themselves, their communities and others in their everyday lives, through actions that uphold the ideals of the Olympic Games.

He Zhen Liang, 78, has devoted virtually his entire life to the Olympic Movement and its principles, becoming a forceful leader in China’s sports community. He earned the nickname “Mr. Olympics” in China for his key role in bringing the 2008 Olympic Games to Beijing – acting as a bridge connecting Chinese sport with the rest of the world. He passionately pursued the right to host this year’s event after Beijing’s first bid, for the 2000 Olympic Games, fell short by just two votes.

An executive member of the Beijing Organizing Committee for the Games of the XXIX Olympiad (BOCOG), He also is an honorary president of the Chinese Olympic Committee and has been a member of the International Olympic Committee since 1981. He served as a vice president of the IOC from 1989 to 1993 and currently is chairman of the IOC’s Commission for Culture of Olympic Education.

He in 2002 received China’s Lifetime Achievement Award, the country’s most-prestigious recognition in sport.

He was presented the Coca-Cola “Live Positively Award” on Tuesday by David Brooks, general manager, 2008 Olympic Project Group, Coca-Cola China.

**2008 Live Positively Honorees**

The 2008 Coca-Cola Live Positively Award ceremonies during the Beijing 2008 Olympic Games honor the following individuals, families and organizations: Dr. Reinhold Lopatka, of Austria (Aug. 9); Jean-Claude Killy, of France (Aug. 10); Ronald McDonald House Charities China (Aug. 11); Xin Jing, of China (Aug. 12); Svetlana Zhurova, of Russia (Aug. 14); the Lopez family, of the United States (Aug. 15); Special Olympics, represented by Nadia Comaneci (Aug. 16); Davis Phinney, of the United

States (Aug. 17); Yang Ming, of China, and The William E. Simon Endowment for the Support of Athletes, represented by Donna de Varona (Aug. 18); He Zhen Liang, of China (Aug. 19); Donnie Pei, of China (Aug. 20); Shawn Johnson, of the United States (Aug. 21); volunteers for the Games of the XXIX Olympiad (Aug. 22); and Liu Xiang, of China (Aug. 23).

Beijing presentations of the Coca-Cola Live Positively Awards take place at 6:00 p.m. daily through August 23 inside the Coca-Cola Shuang Experience Center, located across from the International Broadcast Center.

No award ceremony was held August 13, when the Shuang Experience Center hosted the world premiere of the new Coca-Cola "Environmental Champions" film documentary. The film profiles the environmental achievements of seven torchbearers selected by Coca-Cola for the Beijing 2008 Olympic Torch Relay.

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.

Further information about the Coca-Cola Live Positively Awards is available at the following Web site:

[http://www.thecoca-colacompany.com/presscenter/presskit\\_olympicgames2008\\_live\\_positively.html](http://www.thecoca-colacompany.com/presscenter/presskit_olympicgames2008_live_positively.html)

### **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](http://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. Ceremonies commence at 6:00 p.m. Award recipients will be available for interviews and photo opportunities. No award ceremony was scheduled for August 13.***

*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, are available at The Coca-Cola Company online press center:*

[www.thecoca-colacompany.com/presscenter/presskit\\_olympicgames2008\\_overview.html](http://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](http://www.coca-cola.com.cn/shuangcity)