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**America's "First Family of Taekwondo"  
Receives Coca-Cola "Live Positively Award"  
During Olympic Games in Beijing**

**BEIJING, August 15, 2008** – America's "First Family of Taekwondo" today was presented the 2008 Coca-Cola "Live Positively Award" during ceremonies at the Coca-Cola Shuang Experience Center in Beijing.

The entire Lopez family – parents Julio and Ondina Lopez, sons Jean, Steven and Mark, and daughter Diana – was on hand to receive the award at Friday evening's presentation. 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.

The Lopez children have made history as the only four siblings to represent the United States in the same sport at the same Olympic Games. Steven, Mark and Diana Lopez make up three of the four athletes on the U.S. Olympic Team for Taekwondo (the fourth member is Charlotte Craig). Eldest brother Jean Lopez is participating in the Beijing 2008 Olympic Games as head coach of the American taekwondo team, directing the fortunes of his younger siblings.

Steven, Mark and Diana also are the first three siblings in more than a century to qualify for the same U.S. Olympic Team. Brothers Edward, William and Richard Tritschler competed on the American men's gymnastics squad in 1904, but none medaled at the Olympic Games in St. Louis.

Steven Lopez, 29, already has two Olympic gold medals and four world titles in taekwondo and has not lost a match since 2002. He is the sport's most-decorated Olympian and is competing in Beijing in the men's welterweight division.

Mark Lopez, 26, enters his first Olympic Games in the men's featherweight division. With brother Steven, he was the USA Taekwondo Male Co-Athlete of the Year in 2005, when all three younger Lopez siblings won world championships. Mark also has a silver and bronze medal from previous world championship competitions.

Diana Lopez, 24, earned her women's featherweight spot on the American team with a sudden-death, overtime victory at the U.S. Olympic Trials for Taekwondo. The 2005 and 2006 USA Taekwondo Female Athlete of the Year, Diana in 2007 collected a world championship bronze medal to go with her 2005 gold in world competition.

Steven, Mark and Diana became the first three siblings in any sport to capture world championship titles in the same year, when all three won at the 2005 World Championships in Madrid, Spain.

Their head coach at the 2005 world event also was brother Jean, the U.S. National Team head coach who turns 35 on August 31.

Jean Lopez is a two-time Pan American champion in taekwondo and won a silver medal at the 1995 world championships. He excelled in taekwondo before it became an Olympic sport in 2000, medaling in more than 30 competitions in the 1990s. He retired in 1998 to focus on coaching his siblings. Jean first served as U.S. Olympic Team head coach for Taekwondo at the Athens 2004 Olympic Games.

Patriarch Julio Lopez introduced the family to taekwondo by signing up Jean at age 8, mistakenly thinking he was getting his son into karate.

The taekwondo finals at the Beijing 2008 Olympic Games will be held August 20-23 at the Beijing Science & Technology University Gymnasium.

The Coca-Cola Live Positively Award, a sculptured medallion made from 100-percent recycled glass, was presented to the Lopezes on Friday by Dina Gerson, senior manager, Sports Marketing, Coca-Cola North America. During the ceremony, Gerson praised the family for “their overwhelmingly positive influence on their sport, for their crystal-clear reflection of the positive ideals of the Olympic Games, and for the shining example of family values they represent.”

### **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); He Zhen Liang, of China, and The William E. Simon Endowment for the Support of Athletes, represented by Donna de Varona (Aug. 18); Yang Ming, 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. Award recipients will be available for interviews and photo opportunities. No award ceremony was scheduled for August 13. Two awards are scheduled to be presented on 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, 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)

*USA Taekwondo home page:*

<http://www.usa-taekwondo.us>