

**Contact for International Media:**

Petro Kacur  
The Coca-Cola Company  
+1 404-676-2683  
+86 150 1094 3187  
[pressinquiries@na.ko.com](mailto:pressinquiries@na.ko.com)

**Contact for Chinese Media:**

May Zhai  
Coca-Cola (China) Beverages Ltd.  
+86 137 0123 3502  
[mzhai@apac.ko.com](mailto:mzhai@apac.ko.com)

**Yang Ming, William E. Simon Endowment  
Receive Coca-Cola “Live Positively Awards”  
During Olympic Games in Beijing**

**BEIJING, August 18, 2008** – Yang Ming, China’s award-winning sports journalist, and The William E. Simon Endowment for the Support of Athletes today became the latest recipients of the 2008 Coca-Cola “Live Positively Awards.”

The awards were presented to Olympic Games swimming legend Donna de Varona – representing The William E. Simon Endowment – and Yang Ming 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.

Yang, who celebrates his 52nd birthday this Thursday (21 August), is a senior reporter for China’s Xinhua News Agency. In 2002, he was named one of the agency’s 10 most-outstanding journalists.

Yang has covered the Olympic Games five times during his 22-year career. He is a three-time recipient of the China News Prize (1996, 2002 and 2005) and has been recognized on numerous other occasions for his sports reporting. He also is the author of three books.

In 2004, Yang received the Ronald Reagan Media Award, becoming the first Asian reporter to receive the honor from the American Sports Academy.

The William E. Simon Endowment for the Support of Athletes was cited for its program subsidizing training for athletes who demonstrate financial need while pursuing their dreams of representing the United States at the Olympic Games and Paralympic Games. Since the program’s inception, trustees for The William E. Simon Endowment have awarded nearly US \$440,000 to 79 athletes.

The endowment was established in 1998 with a gift of \$1 million from William E. Simon, former president of the U.S. Olympic Committee and the Secretary of the Treasury of the United States from 1974 to 1977.

Until his death in 2000, Simon, a well-known philanthropist, did much to further the goals and ideals of the Olympic Movement in the United States. He was an active member of the USOC for more than 30 years, serving as its treasurer in 1977 and its

president from 1981 to 1985. From 1985 to 1997, Simon was chairman of the new U.S. Olympic Foundation.

A recipient of the Silver Award of the Olympic Order from the International Olympic Committee, Simon was inducted into the U.S. Olympic Hall of Fame in 1991.

American Donna de Varona, a long-time friend and colleague of Simon's, captured two gold medals at the Tokyo 1964 Olympic Games. Four years earlier, the 13-year-old de Varona was the youngest swimmer to compete at the Olympic Games in Rome.

During her swimming career, de Varona held 18 world records and 33 national records. In 1965, she was named the most outstanding female athlete in the world by both the Associated Press and United Press International.

De Varona subsequently became the first female sportscaster in television history. She also helped establish the Women's Sports Foundation, serving as its first president (1976 to 1984). She was inducted into the International Women's Sports Hall of Fame in 1983.

The Coca-Cola Live Positively Awards, which are sculptured medallions made from 100-percent recycled glass, were presented Monday by Petro Kacur, senior manager, Marketing Communications, The Coca-Cola Company.

### **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).

# # #

***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)