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**Entire Volunteer Force for Beijing 2008 Olympic Games  
Recognized with Coca-Cola “Live Positively Award”**

**BEIJING, August 22, 2008** – China’s volunteer spirit for the Beijing 2008 Olympic Games took center stage this evening at the Coca-Cola Shuang Experience Center. In appreciation of the time and talent its members have contributed in service to others from around the world, the entire volunteer force for the Olympic Games was ceremoniously presented the 2008 Coca-Cola “Live Positively Award.”

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 volunteers for the Beijing 2008 Olympic Games were honored Friday for their selfless dedication, tireless work, joyful participation and generosity, and positive contributions to the historic global event.

**Unprecedented Numbers**

While the number of volunteers for the Athens 2004 Olympic Games was an impressive 60,000, the volunteer total for the Beijing 2008 Olympic Games has been staggering.

Recruitment of volunteers for both the 2008 Olympic Games and 2008 Paralympic Games began in late August 2006. The Beijing Organizing Committee for the Games of the XXIX Olympiad (BOCOG) reported that more than 2 million applications were received during the two years leading up to the Olympic Games. More than 90,000 of the applicants requested permission to also serve at the Paralympic Games.

This year's unprecedented 1.7 million Olympic Games volunteers in Beijing and the co-host cities around China include 100,000 people providing direct services in the official venues, through more than 30,000 assigned positions.

Additionally, 400,000 city volunteers have been providing visitor information, translation assistance and emergency aid and public safety services, coordinated through 550 volunteer posts around Olympic venues and throughout Beijing.

Beyond those core numbers, there have been 1 million “society volunteers” engaging in routine services, plus 200,000 cheerleading volunteers.

The majority of the volunteers are from mainland China, with additional volunteers coming from Hong Kong, Macau, Taiwan and around the world – Chinese citizens living abroad, as well as residents of other countries. And while the Olympic Games volunteers come from all walks of life, a large percentage of them are college students.

### **Wide-Ranging Roles**

The volunteers have staffed competition venues, the Olympic Village, media centers, public transportation hubs, automated ticket kiosks, hotels and catering locations. They have provided general visitor information, sightseeing tips and translation services. They have assisted with public safety and medical emergencies. They have also planted trees and improved landscaping in preparation for the Olympic Games.

Some hand-picked volunteers have skillfully performed as Fuwa, the mascots of the Beijing 2008 Olympic Games. Others worked on the Olympic Torch Relay that preceded the Olympic Games.

Still other volunteers were able to aid victims of China's devastating Sichuan earthquake in May 2008.

One female volunteer and her partner were married on August 8, joining hundreds of other couples who wed on that date because of its association with China's lucky number 8. The new bride then spent the rest of the evening at her volunteer post, assisting the security and evacuation team near the Olympic Village and the "Bird's Nest" National Stadium. Those volunteers stayed on the job until the early hours of August 9, to ensure the last of more than 90,000 spectators for the Opening Ceremony had departed safely.

Accepting the Coca-Cola "Live Positively Award" Friday on behalf of nearly 2 million people were BOCOG volunteers Ye Ruling, Teng Luning, Shang Muzhou, Liu Hui and Zhang Rui. The award was presented by Brenda Lee, vice president and director, Public Affairs & Communications, 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)