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**Hurdles Hero Liu Xiang of China  
Receives Coca-Cola “Live Positively Award”  
During Olympic Games in Beijing**

**BEIJING, August 23, 2008** – China’s star hurdler Liu Xiang, whose Olympic gold medal performance in 2004 attracted new fans and respect for Asian sprinting, 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. Daily presentation of the award during the Beijing 2008 Olympic Games began August 9 and concluded with this evening’s ceremony honoring Liu Xiang.

Liu, whose attempt to defend his Olympic Games 110-meter hurdles title was ended last Monday by a painful injury to his troublesome Achilles tendon, was unable to attend today’s award presentation ceremony. Accepting the award on Liu’s behalf was Feng Shuyong, vice president of the Chinese Athletics Association and head coach of the Chinese track team. The award was presented by Scott McCune, vice president and director, Worldwide Sports, Entertainment and Licensing, The Coca-Cola Company.

Liu, 25, was recognized during the award ceremony for his inspiring positivity, commitment and generosity.

Liu captured the heart of a nation and admiration from fans around the world at the Athens 2004 Olympic Games, where he won the men’s 110-meter hurdles final in 12.91 seconds, earning China’s first-ever gold medal in track.

In the process, Liu wrote a new chapter in athletics history, shattering a long-standing myth that Asian athletes could not excel in track and field, especially in the short-distance events. Following his 2004 victory, Liu said his win would “change the opinion that Asian countries don’t get good results in sprint races. I want to prove to all the world that Asians can run very fast.”

Before Liu’s historic performance, no Asian sprinter had achieved any notable success at the world-class level. “China has me! Asia has me!” Liu said with pride after his remarkable triumph.

In July 2006, the 6-foot-2, 187-pound Olympic champion dazzled audiences again, breaking the world record in his hurdles event with a time of 12.88 seconds. He is the first Chinese athlete to have achieved a "triple crown" in track and field, holding the titles of world record holder, world champion and Olympic champion concurrently. Liu also won a world indoor hurdles title last February.

The child of a Shanghai truck driver and a waitress, Liu as a youngster initially succeeded in the high jump, winning a national boys title in his first year of competition. But ongoing support for the teenager's high jump pursuits waned, as Liu was told he "lacked potential."

Veteran hurdling coach Sun Hai Ping saw something different in young Liu and urged him to pursue track. Although Sun described Liu's early technique as "terrible," Liu finished fourth in his international debut in the 110-meter hurdles, at the 2000 world junior championships. Under Sun's continuing guidance, Liu began winning race after race, leading to the young hurdler's stunning conquest at the 2004 Olympic Games in Greece.

Despite his status as a national hero and all his recent worldwide fame, Liu has remained hard-working, humble and thoughtfully generous. In the wake of the May 2008 earthquake that devastated Sichuan Province and surrounding areas, Liu donated 2.5 million Chinese yuan (approximately US \$366,000) to the relief effort.

Liu for more than a year has been a member of the "Coca-Cola Olympic Games Star Team," a group of elite Chinese athletes who have appeared in marketing programs and community events created by Coca-Cola China for the Beijing 2008 Olympic Games.

Sun Hai Ping, who is still Liu's personal coach and has served as deputy chief coach of the China National Athletics Team, was a 2006 recipient of the Coca-Cola Live Positively Award, which was presented to Liu's mentor during the Olympic Winter Games in Torino, Italy.

### **2008 Live Positively Honorees**

The 2008 Coca-Cola Live Positively Award ceremonies during the Beijing 2008 Olympic Games have honored 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).

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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*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)