

2010 FIFA World Cup Ticket Fund™

Protecting the environment

Introducing the concept

The Coca-Cola Company envisions a world in which its packaging is no longer seen as waste, but as a valuable resource for future use. It is with this vision that Coca-Cola has chosen to activate its 2010 FIFA World Cup Ticket Fund™ campaign with a focus on recycling. In order to encourage younger South African generations to consider the importance of protecting the environment, Coca-Cola launched a pilot recycling campaign in May 2009, supported by its partnership with FIFA and the Department of Education. The program was focused on two schools in Rustenburg, where the Soccer Crazy Crew was used to communicate the recycling message and encourage learners to participate in a plastic (PET) bottle competition. Within a month, the number of PET bottles collected had reached a total of 67 863 with a prize-giving ceremony on 5 June awarding each school with 100 tickets to a FIFA Confederations Cup™ play-off match for third place between South Africa and Spain at Royal Bafokeng in Rustenburg.

GIVE IT BACK recycling campaign

Coca-Cola now plans to follow on from the success of this pilot project by further leveraging the partnership with FIFA and the Department of Education. The programme will now be rolled out on a national scale, with schools in all FIFA World Cup™ Host Cities benefiting.

A series of fully trained and educated recycling experts will conduct fun and interactive classes and workshops with the South African children, running parallel with a bottle and can collection competition. Upon completion of the specially defined curriculum, learners will be given a chance to win Coca-Cola prizes. Up to 20 000 FIFA World Cup™ tickets will be awarded as part of the programme. Additionally, a total of nine schools will each win more prizes to assist with various needs that each school has.

The knowledge gained by all participants in the project, from experts to learners, will ensure that the topic of recycling receives an awareness boost in the short-term but can also be sustainable

post 2010.



Charora High School



Charora High School



Charora High School



Boikagong Secondary School



Boikagong Secondary School



Boikagong Secondary School

Ends

About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with nearly 500 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 Coca-Cola Lite, Fanta, Sprite, Coca-Cola Zero, vitaminwater, POWERADE, Minute Maid and Chaywa 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 nearly 1.6 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 website at www.thecoca-colacompany.com and www.coke.co.za

NOTE TO EDITORS: Media can retrieve a digital photos and other artwork to accompany this story by visiting www.thecoca-colacompany.com and www.coke.co.za

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