

GIANT CRATE FAN IN NEWTOWN

Johannesburg, 03 June 2010: A giant sculpture made from 2600 Coca-Cola crates stands sentinel at the Mary Fitzgerald Square in Newtown – a quirky monument to the notion of recycling as part of the 2010 FIFA World Cup™ celebrations.

Standing 15 metres tall, Johannesburg's "Crate Fan" is designed to capture attention.

"This is not only an example of clever recycling – using crates as an art material – but is also an expression of Coca-Cola's commitment to recycling and turning waste materials into a resource. We want it to inspire and educate," said Lanya Stanek, Head of Integrated Marketing Communications for Coca-Cola.

The Newtown Crate Fan was created by artist Porky Hefer, using a skeleton of steel scaffolding and a body created from 2600 1.25l Coca-Cola crates.

This is one of two such sculptures - the other is being built in the V&A Waterfront in Cape Town.

The locations have been selected in areas where fans are able to photograph themselves with 'Crate Fan' and keep a memory of the association between Coca Cola and the 2010 FIFA World Cup™.

The structure is made of fully of recyclable material, highlighting Coca-Cola's commitment to sustainable packaging.

"As part of the Coca-Cola passion, we are committed to sustainable packaging, which means we deliver the taste our customers love in a package that can be used again, says Matrona Phillipou, Live for a Difference Director for Coca-Cola.

"All the material used to produce the art work will be reused when the celebrations are over," said Phillipou.

Recycling has been a major theme of Coca-Cola's commitment to the 2010 FIFA World Cup™. Two legacy projects – the Ticket Fund and Ball Crew – rewarded school children for collecting used cans and bottles in a major recycling drive with an emphasis on environmental awareness.

In the Ticket Fund programme, children from 200 schools won 20 000 tickets to the World Cup based on the number of cans and bottles they collected while the Ball Crew children – those who serve as ball crew for 32 of the tournament matches – were in part, selected on the basis of how many used bottles, cans and Coca-Cola plastic products, they collected.

Ends.

For further media information, please contact:

For media enquiries:

Sammy Mohlaoli

Senior Communications Manager Coca-Cola South Africa

Tel: +27 11 644 0528

Fax: +27 11 644 0766

Mobile: +27 79 525 6934

E-mail: smohlaoli@afri.co.com

The Coca-Cola Company

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