

*The Coca-Cola Company*

# news release

## **More than just a beautiful game – Coca Cola’s legacy to the country as part of the 2010 FIFA World Cup™**

**Johannesburg, 11 March 2010** - Clean drinking water and sanitation facilities for thousands of schoolchildren and their immediate communities, is one of the legacies that The Coca-Cola Company, a primary sponsor of the 2010 FIFA World Cup™ - is bringing to South Africa.

As part of a bigger *Replenish Africa Initiative* (RAIN), which is a US\$30 million programme over 5 years to provide safe water to communities throughout Africa, The Coca-Cola Africa Foundation has introduced a *Water for Schools* initiative in South Africa as part of the organisation’s 2010 FIFA World Cup™ legacy project in this water stressed continent.

“Part of our policy is to give back to communities that we do business in by contributing towards improving their lives. We want to make a difference, by leaving a lasting legacy of water sustainability in Africa and beyond,” says Sherree Shereni, Program Director of The Coca-Cola Africa Foundation.

The *Water for Schools* initiative will be implemented in 100 schools across the country as a community-based programme of water stewardship by the end of 2010.

Emphasising the concepts to Reduce, Re-cycle and Replenish, RAIN devises water-wise programmes in consultation with local schools. This can mean anything from the drilling of boreholes, to the provision of ablution facilities, the installation of drip irrigation and rainwater harvesting.

The Coca-Cola Company believes its business is only as sustainable as the communities in which it operates and, in close co-operation with its bottling partners, has embarked on numerous community-based projects for healthy living.

Coca-Cola will also use the 2010 FIFA World Cup™ Trophy Tour to highlight the importance of preserving this scarce commodity among benefiting communities that are around the host cities. The Coca-Cola Foundation also drives over 130 programs in 32 countries across Africa and has reached a million people since its inception.

Ends.

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## **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 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 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 Web site at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com)