



Coca-Cola Canada Launches New Physical Activity Program *Opportunity to carry Olympic Flame used as incentive for Canadian youth to get active*

Vancouver, BC — October 9, 2008 — Coca-Cola Canada today unveiled SOGO Active (www.sogoactive.com), its national active living program aimed at Canadian youth. Coca-Cola will award over 1,000 torchbearer spots in the Vancouver 2010 Olympic Torch Relay to teenagers who join the program and demonstrate a commitment to adopting an active lifestyle.

"The Vancouver 2010 Olympic Torch Relay will touch the soul of the nation and with SOGO Active, we hope to use the unique power of the Olympic Games to inspire the nation to get active," said Nicola Kettlitz, GM Olympic Project Team, Coca-Cola Canada. "Young Canadians who join the program and make a commitment to active living will have the chance of carry the Olympic Flame," he added.

"This program embodies the Olympic Spirit we are hoping to bring to Canada with the Vancouver 2010 Olympic Winter Games. We applaud Coca-Cola for choosing to leverage their Olympic Torch Relay Sponsorship with such a valuable initiative," said Jim Richards, Director of the Vancouver 2010 Torch Relays.

SOGO Active is unlike any other youth fitness initiative because it gives young Canadians the tools to design, change and control their own individual get active plan. The program is a Coca-Cola initiative, executed by ParticipACTION, through intensive consultation with leading Canadian physical activity experts, teenagers and a broad network of provincial, territorial, aboriginal and community-based organizations. SOGO Active is a \$5 million, five-year initiative.

"We've travelled the country and asked youth and physical activity experts what it will take to get young Canadians active, and the outcome is SOGO Active," said Kelly Murumets, President & CEO of ParticipACTION. "Youth inactivity has always been a challenge, but SOGO Active's for-youth, by-youth approach is a truly exciting solution."

As part of today's launch, Coca-Cola introduced British Columbia-based MoreSports as the first SOGO Active community organization to host the program in Canada. Coca-Cola further announced that it would be selecting twenty Torchbearers from those youth who joined SOGO Active through MoreSports.

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MoreSports' mission is to create sustainable community sport programs in Vancouver neighborhoods, so that all children and youth have an opportunity to develop fundamental life skills and a love of sport.

Here's how SOGO Active works:

- Teens 13-19 create a unique profile for themselves on www.sogoactive.com where they can network and find a range of traditional and non-traditional activities that fit their needs, interests and lifestyles.
- Local organizations can support youth groups with access to active living facilities, equipment and resources register as Community Hosts on www.sogoactive.com where they become visible to youth participants.
- Youth participants set and track their active living goals online, as well as network with peers and arrange group activities.
- From November 2008 to June 2009, over 1,000 SOGO Active participants will be selected by Coca-Cola to carry the Olympic Flame in the Vancouver 2010 Olympic Torch Relay.
- Torchbearer spots will be awarded by Coca-Cola through random draw among eligible SOGO Active participants as well as identification by Community Hosts for youth who have demonstrated outstanding peer leadership or have overcome significant barriers. Youth earn additional entries for each week that physical activity goals have been met.
- Funding is available for youth groups who express a specific need for resources and meet specific criteria.
- Following the Torchbearer Incentive Stage (2008-2010), the Legacy Stage (2010-2012) will sustain and foster ownership within youth groups and communities.

SOGO Active is powered by a dream-team of partners who are passionate about getting Canadian youth active:

- Coca-Cola Canada brings its sponsorship of the Vancouver 2010 Olympic Winter Games and over 80 years of involvement in the Olympic Movement to inspire youth to get active. Coca-Cola Canada will also market SOGO Active nationally and use the program to identify 1000 Torchbearers for the Vancouver 2010 Olympic Torch Relay.
- ParticipACTION designed the concept and content of SOGO Active and created a network of Provincial/Territorial Coordinators.
- Thirteen Provincial/Territorial Coordinators (PTCs) coordinate the program at the provincial/territorial level, including administering funding for youth groups via Community Hosts; promoting SOGO Active; looking for opportunities to leverage funds; and participating in the reporting and evaluation of the program.

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- Community Hosts (CHs) are community-based organizations that will provide support for youth groups within their communities. The primary function of the CHs is to support the youth groups and assist with access to facilities, equipment and resources that youth identify are needed for their activities.

Coca-Cola and the Olympic Movement

The Coca-Cola Company has been associated with the Olympic Games since 1928 and is the longest continuous corporate supporter of the Olympic Movement. Through the Olympic Games, Coca-Cola encourages people to create their own path of "positivity" in everyday life by believing that anything is possible. The Company's sponsorship supports National Olympic Committees in more than 200 countries to help athletes train and compete. The Coca-Cola Company is the exclusive nonalcoholic beverage provider to the Olympic Games through 2020.

Coca-Cola Canada

The Coca-Cola Company is the world's largest beverage company. In Canada, the Company is represented by its subsidiary, Coca-Cola Ltd. Coca-Cola is Canada's largest beverage company. Coca-Cola in Canada markets three of Canada's top nonalcoholic sparkling beverage brands, Coca-Cola, Diet Coke and Sprite and the leading ready to drink tea: Nestea. In addition, our subsidiary is the largest juice and juice drinks company with Minute Maid, Five Alive and Fruitopia. The Company also markets DASANI, PowerAde and other hot and cold beverages.

For more information about Coca-Cola Canada, please visit our website at www.cocacola.ca or our parent company's website at www.thecoca-colacompany.com.

ParticipACTION

For more information, visit www.participACTION.com

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