

## News Release

### COCA-COLA HELPS CITY OF ABILENE LAUNCH RAIN BARREL PROGRAM FOR LOCAL RESIDENTS

**ABILENE, TX., September 10, 2011** – Coca-Cola Refreshments in partnership with the City of Abilene’s Stormwater Services Division and Keep Abilene Beautiful today built and donated 25 Rain Barrels with collection kits for residents in the Lone Star subdivision, as well as 25 additional Rain Barrels for the City of Abilene to distribute. During the workshop, subject matter experts educated volunteers about the importance of Rain Barrels, how they can offset water bills, help with every day gardening tasks and reduce storm water run off.

“Coca-Cola continues to be a strong partner with the City of Abilene,” said Nicole Eaves. “Today’s event is another demonstration of what good things can come from businesses working together with the community toward a shared goal. We look forward to a long and productive partnership.”

As part of the first-ever Rain Barrel Program for the City of Abilene, Coca-Cola associates will provide 50 Rain Barrel kits and drums each quarter beginning today through 2012. The rain barrel system collects and stores rainwater from a rooftop that would otherwise be diverted to local storm drains and streams. The rain barrels can conveniently be connected to any gutter down spout. Lawn and garden watering can spike to over 40% of total household water use during the summer. A rain barrel collects and stores water for when you need it most, like during periods of drought, to water lawns, gardens and to wash your car. A rain barrel can save most homeowners thousands of gallons of water each year.

“Coca-Cola of Abilene has made it a point to be active in the community for more than 60 years,” said Buddy Moore, Plant Manager, Coca-Cola Refreshments. “As a part of our water stewardship commitments we’re actively implementing a wide range of in plant conservation and waste reduction initiatives such as water reclamation representing more than 1,000,000 gallons of water per month, watershed protection, expanding community drinking water access, the Rain Barrel program, and agricultural water use efficiency. In order to reach the Coca-Cola 2020 Vision sustainability goals, Coca-Cola Refreshments of Abilene has committed to a 5% water **reduction, reclaim, replenish** goal each year through 2020.”

To-date, Coca-Cola has established over 120 community water projects in more than 50 countries. In 2009, Coca-Cola worked with several organizations including The Nature Conservancy and Global Environment and Technology Foundation to calculate water benefits from all of the community partnership projects and found that 22 percent of water used in finished beverages was replenished through projects such as Rain Barrels.

For more information on how to obtain a Rain Barrel, please contact Nicole Eaves, Keep Abilene Beautiful & Stormwater Education Coordinator for the City of Abilene at [nicole.eaves@abilenetx.com](mailto:nicole.eaves@abilenetx.com) or visit [www.abilenestormwater.info](http://www.abilenestormwater.info).

### **The Coca-Cola Company**

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, the Company's portfolio features 15 billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply and Georgia. 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 1.7 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. For more information, please visit our company website at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com).