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## **Coca-Cola's Landmark Billboard in Times Square Goes Green**

### **Wind Will Power the Way This New Year's Eve; Move Followed by 100 Percent of Neighbors**

**NEW YORK (December 29, 2008)** – The Coca-Cola Company's iconic red billboard in New York City's Times Square is going "green" in time for New York's famous New Year's celebration. Coca-Cola is leading a unanimous eco-friendly shift to wind power among 30 billboards that tower over the world's most recognizable intersection.

Coca-Cola was the first company to select clean, renewable wind power to light up their billboard located at 47<sup>th</sup> and Broadway. After Coca-Cola made their commitment, all of the neighboring billboards on three buildings around Times Square joined the movement through an electric supply agreement with ConEdison *Solutions* and the building management company.

Collectively, the group's volunteer move will prevent the release of 1,866 metric tons of carbon dioxide each year. On its own, Coca-Cola's pioneering move to 100 percent wind power for its billboard will have the equivalent effect of removing 75 passenger automobiles from the road for one year or converting 38 households to wind power for one year. The "greening" of the Coca-Cola billboard is also equivalent to reducing 376 metric tons of carbon dioxide emissions annually or planting 471.5 acres of trees.

"Coca-Cola has always held a historic place in Times Square, where we've been one of the longest continuous billboard advertisers, starting in 1932, and we are proud to lead this

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renewable energy movement on the Great White Way," said Dana Barba, Assistant Vice President Portfolio Operations, Coca-Cola North America.

"Renewable power is good for our climate and our economy, and helps make America more self-reliant in terms of energy supplies," said Jorge Lopez, president and CEO of ConEdison *Solutions*. "We applaud Coca-Cola for its leadership in turning the Great White Way green."

Fittingly, the newest ad on the billboard, starting on New Year's Eve, will be Coca-Cola's "Refresh. Recycle. Repeat." touting the Company's long-term goal to recycle or reuse 100 percent of the aluminum beverage cans and PET plastic bottles it sells in the U.S.

The recycling theme will be brought directly to consumers in New York City's Bryant Park early next year. The Coca-Cola Recycling team will be in the park outside the famous New York Public Library's main branch on January 10th from 12-8 p.m. and January 11th from 12-5 p.m. Pedestrians can come and learn about recycling, play trivia and interactive games, see items made from recycled bottles and learn what they can do to keep the earth clean.

This voluntary action is the latest example of Coca-Cola's commitment to Live Positively, an operating philosophy that guides the Company's service to its customers, consumers and communities. This guiding philosophy is the basis for the Company's consumer-focused programs, products and packaging, and efforts to help the environment. To learn more about Live Positively and Coca-Cola's efforts to support recycling, the environment and sustainable energy, visit the new Web site [www.livepositively.com](http://www.livepositively.com).

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

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 450 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 1.5 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.thecocacolacompany.com](http://www.thecocacolacompany.com).