



Press Release

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An Assist From Sprite And The National Recreation And Park Association (N.R.P.A.) Helps Winzer Park Get Back in the Game!

Sprite Spark Parks Project Launched To Refresh Basketball Courts Nationwide – Winzer Park Seeking Local Support To Earn Up To \$15,000 In Grant Funding!

Houstonians can help a well-used neighborhood basketball court in Houston transform into a refreshed play space where teens can express all their uncontainable moves.

This spring, through the Sprite Spark Parks Project, Sprite and the NRPA are giving people an opportunity to get their local courts back in the game. H.P.A.R.D.'s Winzer Park basketball court has been selected as one of 25 courts nationwide to be refreshed through the program, and local residents can show their support and raise funds by voting at www.SpriteSparkParks.com.

With the help of the N.R.P.A., a national not-for-profit organization dedicated to advancing park, recreation and conservation efforts that enhance quality of life for all people, Sprite identified Winzer Park as one of 25 parks to receive a grant designated to revamp basketball courts. Each of the selected courts, which are located in public parks throughout the nation, will receive funding based on the number of votes they earn through May 31.

Visitors can vote for Winzer Park by submitting the My Coke Rewards codes found on Sprite and Sprite Zero Fridge Pack™, 20-pack, 24-pack, 20 oz. and 2-liter products. Sprite will donate \$275,000 to be distributed among the 25 parks in grants ranging from \$5,000 to \$15,000. The funds will be used to refurbish rims, backboards, lights, benches and playing surfaces, sparking new life to these courts.

"The mission of the Sprite Spark Parks Project is to refresh neighborhood basketball courts so teens can be uncontainable, and this year, we're getting 25 courts back in the game by funding grants," said Michael Matthews, vice president, non-colas sparkling, Coca-Cola North America. "We're excited to give people an opportunity to earn grants for their local park and recreation agency to restore the courts where they love to play."

"Parks, playgrounds and recreational facilities across the country are the best places for kids and teens to go to be physically active, improve their health and wellness and have fun," said Barbara Tulipane, president and CEO of NRPA. "We are proud to work with Sprite on this restorative effort because we must preserve and maintain these public spaces to ensure that all can take advantage of the healthy benefits they have to offer for years to come."

"We really appreciate Sprite's active involvement in renewing these recreation facilities," said Joe Turner, Director, Houston Parks and Recreation Department. "The young people who play at Winzer Park deserve the best facility we can give them. We hope Houstonians agree and will log on to www.SpriteSparkParks.com and vote daily using **SPRITEPARKHOU** to get extra votes for Winzer Park."

About 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. The Company's portfolio includes 15 billion dollar brands, including Coca-Cola, recognized as the world's most valuable brand, as well as Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitamin water, Powerade, Minute Maid, Simply and Georgia. Globally, they 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, the Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where they operate. For more information about the Company, please visit their website at www.thecoca-colacompany.com.

About The National Recreation and Park Association

The National Recreation and Park Association is a national not-for-profit organization dedicated to advancing park, recreation and conservation efforts that enhance quality of life for all people. Through its network of 20,000 recreation and park professionals and citizens, NRPA encourages the promotion of healthy lifestyles, recreation initiatives, and conservation of natural and cultural resources. For more information, visit www.NRPA.org.

About The Houston Parks and Recreation Department

The Houston Parks and Recreation Department (H.P.A.R.D.) stewards and manages over 38,992 acres of parkland and greenspace for the City of Houston and develops and implements recreational programming for citizens of all abilities. For more information on the Houston Parks and Recreation Department, call (832) 395-7022 or visit www.houstonparks.org.