

*The Coca-Cola Company*

# news release

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## FOR IMMEDIATE RELEASE

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## **THE COCA-COLA FOUNDATION TO AWARD \$300,000 IN GRANTS FOR ACTIVE HEALTHY LIVING PROGRAMS IN CALIFORNIA, NEW YORK AND TEXAS**

*Submission Process Begins June 15*

**ATLANTA, June 15, 2010** – The Coca-Cola Foundation is seeking proposals for grants which will total \$300,000 to support active healthy living initiatives focused on family-oriented physical activity and nutrition education programs in California, New York and Texas. The grant awards will range from \$10,000 to \$25,000 for each organization, totaling \$100,000 per state. All grant proposals must be submitted by July 15, 2010, and grant awards will be announced by September 30, 2010.

“At The Coca-Cola Company, we have a longstanding commitment to improving access to community programs that foster physical activity, exercise and nutritional education,” said Ingrid Saunders Jones, senior vice president of Global Community Connections for The Coca-Cola Company and chair of The Coca-Cola Foundation. “Our goal is to make a positive difference in communities by strengthening and creating healthy active lifestyle habits for families.”

The Coca-Cola Foundation is seeking community partner organizations that operate active healthy living programs serving families and communities in California, New York or Texas, and have tax-exempt status under Section 501(c) (3) of the Internal Revenue Service Code. To apply for a grant, organizations should complete the application that can be found at [www.cocacolacommunityrequest.com](http://www.cocacolacommunityrequest.com).

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Grant applicants must meet the following criteria:

- Deliver a strong program focused on both physical activity and nutrition education targeting the entire family (programs that only have one component will not be considered);
- Be an existing program or program expansion;
- Have a timeframe of a minimum of six weeks; and
- Have clear, measurable results.

Exclusions:

- Sponsorships of tours, races or date-specific events;
- Sponsorships of organized sports teams;
- Requests with administrative costs of more than 10%;
- Requests for capital campaign support; and
- Seed funds to start an organization.

Grantees will be required to provide program results on September 20, 2011. The results must demonstrate the following:

- Number of families and consistency of participation in the program elements;
- Program calendar and percent completion of calendar;
- Copies of nutritional and lifestyle education materials;
- Difference in health indicators of participants (e.g. attitude/perception toward behavioral change, percent increase in activity level, aerobic improvement, positive change in lifestyle management skills, etc);
- Demographics of the participants; and
- Additional metrics that are deemed relevant.

In 2009, The Coca-Cola Company and The Coca-Cola Foundation contributed more than \$87 million to sustainable community initiatives worldwide, such as the restoration of walking trails through the National Park Foundation to programs teaching girls 12 -15 the importance of developing healthy eating habits and regular physical activity through Girls Inc.

**About The Coca-Cola Foundation**

Since its inception, The Coca-Cola Foundation has contributed more than \$340 million to help build sustainable communities worldwide through initiatives focused on water stewardship active healthy living, community recycling, education, arts and culture and civic affairs. For more information about The Coca-Cola Foundation, please go to

[http://www.thecoca-colacompany.com/citizenship/foundation\\_coke.html](http://www.thecoca-colacompany.com/citizenship/foundation_coke.html).

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