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**CITY OF MIAMI BEACH ANNOUNCES EXCLUSIVE BEVERAGE SPONSORSHIP AGREEMENT WITH THE COCA-COLA COMPANY**

*Miami Beach Selects Coca-Cola as Official Beverage, Recycling Partner  
Art Deco Welcome Center to Display Iconic Coca-Cola Photography Exhibit*

**MIAMI BEACH** - March 22, 2012 – Nothing goes better with a sunny afternoon, a visit to the beach and a stroll down Lincoln Road than an ice-cold Coca-Cola®. City of Miami Beach Mayor Matti Herrera Bower today announced a 10-year sponsorship agreement with The Coca-Cola Company to serve as the city’s exclusive beverage provider. The agreement also secures Coca-Cola’s support for recycling initiatives in Miami Beach.

“A partnership between two of the world’s best known and coveted brands – Coca-Cola and Miami Beach – is a natural,” said Miami Beach Mayor Matti Herrera Bower.

As part of the sponsorship agreement, the Company and city will launch a series of marketing and sustainability initiatives to leverage the power of both brands. These initiatives will feature a joint, Art Deco-inspired logo. The City of Miami Beach may also be included in future promotions through My Coke Rewards®, the Company’s consumer rewards program.

“Since 1907, we have called South Florida home – our products are bottled locally by people who live and work in this community. Our announcement is another way we are committed to South Florida and the Miami Beach community,” said Pamela Stewart, Vice President, Foodservice On-Premise, Southeast Region, Coca-Cola Refreshments. “In addition to refreshing visitors and local residents with our brands, we will partner with the city to launch a recycling program with consumer education and recycling bins on city property.”

To support the city’s sustainability initiatives, Coca-Cola will connect people to water stewardship, recycling and energy efficiency in unexpected ways. From recycling bins along Lincoln Road to hybrid delivery trucks, Coca-Cola will demonstrate that sustainable choices are all around.

Coca-Cola will also pilot five recycling machines in Miami Beach. The strategically placed machines separate, sort and crush plastic bottles and cans, creating a closed-loop recycling system. Each machine features bilingual, on-screen “Give it Back”

recycling messages. In addition, Miami Beach will install energy-efficient Coca-Cola vending machines at all public owned and managed facilities, including City Hall, parks and recreation centers and parking garages.

“One of the exciting components of this partnership is the commitment to green initiatives,” said Miami Beach City Manager Jorge M. Gonzalez. “Miami Beach has been a leader on sustainability efforts and Coca-Cola provides new opportunities for us to become an even more eco-friendly destination.”

Coca-Cola and the City of Miami Beach both also have a long history as pop culture icons. To celebrate this heritage, the Art Deco Welcome Center will feature a Coca-Cola photography exhibit from March 22 to April 3 entitled “New Partners, Old Friends.” The photography series showcases the brand throughout the 20th century. The exhibit is free and open to the public.

### **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. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of more than 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. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system employees. For more information, please visit [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com) or follow us on Twitter at [twitter.com/CocaColaCo](https://twitter.com/CocaColaCo).

### **About the City of Miami Beach**

With an average year-round temperature of 75 degrees, Miami Beach has an unrivaled reputation for culinary offerings, nightlife, culture, fashion, and luxurious hotels. Also a popular destination among travelers, Miami Beach was recently ranked by Trip Advisor as number one on its Top Winter Sun Vacation Rental Getaway Destinations for 2011 list and was included on both the Top 25 Beaches in the World and Top 25 Destinations in the U.S. lists. Boasting seven miles of breathtaking beaches, Miami Beach is easily accessible from the Port of Miami and Miami International Airport. The City of Miami Beach has just been named one of the top cities worldwide for “walkability” and is equally easy to navigate by bike or by boat. Home to unique museums, to the New World Symphony and Miami City Ballet, to over 17,000 luxury, boutique and resort hotel rooms, 12 public parks and to the Miami Beach Convention Center, Miami Beach is a destination for all seasons. Miami Beach is like no other place in the world. [www.miamibeachfl.gov](http://www.miamibeachfl.gov) | Twitter @MiamiBeachNews | Facebook: CityofMiamiBeach

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