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## **COCA-COLA INVITES FOOTBALL FANS TO TAKE PART IN THE LONGEST-EVER GOAL CELEBRATION**

***Global Online Competition at [www.youtube.com/Coca-Cola](http://www.youtube.com/Coca-Cola)  
Gives Fans Chance at VIP Trips with Tickets to the 2010 FIFA World Cup™***

**ATLANTA, May 3, 2010** – The Coca-Cola Company is celebrating the countdown to the 2010 FIFA World Cup South Africa™ by encouraging people around the world to take part in the longest-ever online goal celebration. The ‘Longest Celebration’ competition will offer fans the opportunity to win a range of prizes, including tickets to 2010 FIFA World Cup matches.

The ‘Longest Celebration’ extends the global marketing campaign by Coca-Cola that includes advertising featuring the iconic goal celebration by Roger Milla, the African footballer whose corner flag dance at the 1990 FIFA World Cup encouraged a new generation of football moves. The digital campaign invites fans to film and upload their own goal celebrations to [www.YouTube.com/Coca-Cola](http://www.YouTube.com/Coca-Cola) or <http://celebrations.coca-cola.com>.

Clips submitted online or through mobile phone uploads will be edited into a continuous ‘loop’ to create a non-stop celebration that will air on the website throughout 2010. The Longest Celebration YouTube channel is localized in more than 100 countries providing an experience in local languages and is the largest scale partnership between YouTube and any other company. In the build-up to the 2010 FIFA World Cup, Coca-Cola will run a series of mini-competitions for people who upload their celebrations with categories including ‘Most African Celebration’, ‘Happiest Celebration’, ‘Funniest Celebration’ and many more.

The best participating fans can expect their efforts to be rewarded. Ten grand prize packages will be up for grabs offering football fans the chance to win three big-screen televisions and seven exclusive VIP experience packages that include flights, accommodation and 2010 FIFA World Cup match tickets.

Other prizes include 4,500 copies of EA SPORTS™ 2010 FIFA World Cup South Africa videogame and 100,000 mp3 downloads of K'NAAN's African-inspired '*Wavin' Flag – Coca-Cola Celebration Mix*', the music anthem for the Coca-Cola FIFA World Cup campaign.

"This is a truly global invitation for fans to celebrate and let go of their inhibitions and jump, scream and dance to express their happiness about this year's FIFA World Cup," said Emmanuel Seuge, group director, worldwide sports and entertainment marketing, The Coca-Cola Company. "The 'Longest Celebration' is the most ambitious attempt to connect fans across all continents together online to celebrate the vibrancy and rhythm of Africa and the FIFA World Cup even if they are not in the stadium -- although some lucky fans will win that experience."

Football fans visiting the FIFA World Cup Trophy Tour by Coca-Cola during its current global tour of more than 80 nations were able to join in the Longest Celebration by recording their joyous celebration moves and have them uploaded to the site.

The Coca-Cola 'Longest Celebration', designed by integrated marketing agency SapientNitro, is a key online element of the Company's sponsorship of the 2010 FIFA World Cup. The online destination also includes other digital components including widgets that allow fans to follow the FIFA World Cup Trophy Tour by Coca-Cola, receive news feeds about FIFA World Cup information, listen to music tracks and watch videos of goal celebrations featured in a film documentary. Through sharing features on the videos and widgets fans also will be able to post content on their favorite social networking site, web page or blog. Additional social media elements include content on the Coca-Cola Facebook Fan page and through the Coca-Cola Twitter feed.

As an additional digital component for videogame fans, the EA SPORTS™ 2010 FIFA World Cup South Africa title features Coca-Cola celebrations which can be unlocked through special codes from EA SPORTS and Coca-Cola channels in participating countries. After unlocking each celebration, fans can score a goal and use the controller to activate the celebrations.

And Coca-Cola related content, including photos and videos from the FIFA World Cup Trophy Tour, is prominently featured at the official website of FIFA, [www.fifa.com](http://www.fifa.com), which during the course of the 2010 FIFA World Cup will receive an estimated 4 billion page views. Coca-Cola also brings the popular digital Panini sticker album to FIFA.com giving fans a way to trade and collect digital stickers of their favorite players.

### **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. 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, Simply 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 1.6 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.thecoca-colacompany.com](http://www.thecoca-colacompany.com).

#### **About the 2010 FIFA World Cup™**

The 2010 FIFA World Cup™ takes place in South Africa, kicking off on 11 June. It is the first time the 32 final teams are competing for the world's most sought after trophy on the African continent. The final will be played on 11 July 2010 at the Soccer City Stadium in Johannesburg.

**NOTE TO EDITORS: Media can retrieve digital photos and other artwork to accompany this story by visiting <http://CokeURL.com/2010FWCPressCenter>**

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