

Coca-Cola Promotes Columbus' Sustainability Efforts with Recycle & Win

October 31, 2013

- **Nationally recognized program kicks off mid November**
- **Over \$13,000 in Piggly Wiggly Gift Cards used as incentives to recycle**
- **\$150,000 invested by Coca-Cola to ensure program's success**

COLUMBUS, Ga.--(BUSINESS WIRE)--Oct. 31, 2013-- In an effort to promote recycling, the Columbus Georgia Consolidated Government, in partnership with Coca-Cola and Piggly Wiggly is introducing the Coca-Cola Recycle & Win program – a nationally recognized sustainability initiative which offers tips on recycling and rewards to selected residents for proper recycling.

To implement and promote recycling, The Coca-Cola Company and Coca-Cola Bottling Co. Consolidated have invested over \$150,000 in the Coca-Cola Recycle & Win program, which includes a direct mail educational packet sent to all single-family households in Columbus by mid November. The educational packet contains images highlighting which materials SHOULD go in recycling containers as well as a "Give it Back" sticker, which residents must place on their recycling container to opt in for a chance to win a \$50 Piggly Wiggly gift card.

"Recycling is not only good for the environment, but it is good for our communities' budget. Recycling extends the life of landfills and saves tax dollars now and for years to come," said Columbus Mayor Teresa Tomlinson. "The partnership with Coca-Cola provides an opportunity to bring together a public/private partnership that supports our efforts to promote recycling with this unique education program."

"Partnering with Coca-Cola for Recycle & Win, takes Columbus' sustainability efforts to a whole new level. We want to encourage recycling which makes the city more efficient and, with Coca-Cola Recycle & Win, potentially puts a reward in your pocket," said Pat Biegler, Director of Public Works, Columbus Consolidated Government.

Gloria Weston-Smart, Executive Director, Keep Columbus Beautiful added, "After seeing Coca-Cola Recycle & Win impact recycling in other communities, I knew this was something we wanted to bring to Columbus. Bottom line, it encourages everyone to recycle, and for those people already recycling, to recycle more. We appreciate Coke's role in this public-private partnership and the opportunity to come together for a "Greener" Columbus."

"Coca-Cola is excited to bring the Coca-Cola Recycle & Win program to Columbus," said Lauren Steele, senior vice president, corporate affairs, Coca-Cola Bottling Co. Consolidated. "The Coca-Cola Company believes it is essential to educate everyone on the importance of recycling and recycling properly. We also believe that recycling should be a rewarding experience, and what better way to encourage people to recycle than by giving them an opportunity to be a winner!" Steele, a long-time proponent of recycling added, "Coca-Cola Recycle & Win enhances Columbus' reputation as a leader in this country's sustainability efforts."

The Coca-Cola Recycle & Win Recycling Street Team will be visiting area neighborhoods starting in mid November and plans to award a total of 260, \$50 Piggly Wiggly Gift Cards throughout the six-month program.

"Piggly Wiggly is proud to team up with Coca-Cola to promote recycling in Columbus," said Gil Milligan, Piggly Wiggly Operations Manager. "Sustainability is a core value at Piggly Wiggly and we encourage residents of Columbus, Georgia to participate in the Coca-Cola Recycle & Win program for the chance to earn a \$50 Piggly Wiggly gift card."

Coca-Cola Bottling Co. Consolidated is the largest independent Coca-Cola bottler in the United States. The Company is a leader in the manufacturing, marketing and distribution of soft drinks.

Coca-Cola Recycle & Win!



Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20131031005046/en/>

Source: Coca-Cola Bottling Co. Consolidated

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