

## Wounded Warrior Project and Coca-Cola Team up for Soldier Ride

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COLUMBIA, S.C., Oct 14, 2010 (BUSINESS WIRE) --

On October 15<sup>th</sup> and 16<sup>th</sup> alumni of Wounded Warrior Project (WWP), their families and Coca-Cola will celebrate our nation's heroes by participating in Soldier Ride in the Carolinas. The ride will kick off the South Carolina leg on the morning of October 15, 2010 in front of the State Capitol building in Columbia, with a ceremony led by Lt. Governor Andre Bauer. Riders will cycle to Fort Jackson and back during the day's 20 mile ride. That evening, a Heroes Reception for participants will be held at USC's Williams Brice Stadium with Congressman Joe Wilson in attendance as a special guest. Entertainment will be provided by country singer Danielle Peck.

Soldier Ride, a nation-wide program, provides wounded warriors the opportunity to reclaim their confidence and strength through the exhilaration of cycling. Participants embrace the possibilities for the future in a supportive environment of fellow injured service members. Soldier Ride provides adaptive equipment for the wounded warriors to bike in the three day ride in the Carolinas. "This ride is about resilience. These men and women came home injured and when faced with months and sometimes years of rehabilitation and struggle-they chose determination. Every time. Supporting them in this ride and providing the tools they needed was an easy choice for us. It is just the right thing to do." said Robert Chambless, Senior VP of Sales and Marketing for Coca-Cola Consolidated. Mr. Chambless will participate in the ride along with the warriors to help raise awareness for WWP.

Over 39,000 of our nation's armed forces have been physically wounded during the current military conflicts. Hundreds of thousands more are estimated to be recovering from invisible wounds of war, including post traumatic stress disorder, major depression, and traumatic brain injury (TBI). Wounded Warrior Project assists wounded warriors and their families through a holistic approach to their recovery, providing programs and services to aid their physical rehabilitation and improve their mental health and well-being. Whether through caregiver retreats, combat stress programs, career and education services or adaptive sporting opportunities, WWP empowers warriors with the tools essential to not just survive their injuries but to thrive and achieve personal and professional success.

"It is our honor and privilege to be able to support these warriors as they ride across the country, the same country for which they fought so hard and sacrificed more than we'll probably ever know. The support we have gotten from our partners, like the Charlotte Motor Speedway and the University of SC, has been tremendous." said Bill Elmore, President and COO of Coca-Cola Consolidated.

The final portion of the Carolina's ride will kick off at the corner of Trade and Tryon Streets in Uptown Charlotte, NC on Saturday, October 16. Riders will cycle to Charlotte Motor Speedway. The event will conclude with the participants celebrating the end of the grueling two day ride at the Bank of America 500 NASCAR race. "When Coca-Cola and Wounded Warrior Project came to us about partnering on this project and ending the Soldier Ride in a big way, we knew we wanted to help. Watching these courageous warriors finish the ride in front of 140,000 cheering fans will be simply awesome." Says Dan Farrell, Sr. Vice President of Charlotte Motor Speedway.

To find out how you can support Wounded Warrior Project and Soldier Ride, go to [www.woundedwarriorproject.org](http://www.woundedwarriorproject.org).

Coca-Cola Bottling Co. Consolidated is the largest independent Coca-Cola bottler in the United States. The company is a leader in manufacturing, selling, and distributing soft drinks. With corporate offices in Charlotte, N.C., the company does business in the Southeastern United States. Consolidated has one of the highest per capita soft drink consumption rates in the world and manages franchise territories with a consumer base of more than eighteen million people. Coca-Cola Bottling Co. Consolidated makes, sells, and delivers carbonated and noncarbonated beverages, primarily products of The Coca-Cola Company. For more information, please visit [www.cokeconsolidated.com](http://www.cokeconsolidated.com).

--Enjoy Coca-Cola--



SOURCE: Coca-Cola Bottling Co. Consolidated

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