

Coca-Cola 'Recycle and Win' - Now BIGGER and BETTER!

October 19, 2010

\$26,000 in Harris Teeter Gift Cards Serve as Incentives to Increase Recycling

CHARLOTTE, N.C., Oct 19, 2010 (BUSINESS WIRE) --

Recycle and Win, the nationally recognized sustainability initiative which began in Charlotte last year, is back and it's better than ever. Coca-Cola Consolidated, the city of Charlotte, Mecklenburg County, Keep Mecklenburg Beautiful and Harris Teeter have once again joined forces to promote recycling by offering consumers the reward of a \$100 Harris Teeter gift card if they are "caught" recycling the right way.

Recycle and Win kicks off Tuesday, October 19 and runs for six months. Every single-family household in Charlotte and the towns of Davidson, Huntersville, Matthews, Mint Hill and Pineville will receive an educational mailer with images highlighting which materials SHOULD go in your recycling bin. The mailer also contains a "Give it Back" sticker, which residents must place on their bin for a chance to win a \$100 Harris Teeter gift card.

"Recycling not only protects the environment, but it is good for our communities' bottom line. Recycling extends the life of landfills and saves tax dollars now and for years to come," said Charlotte Mayor Anthony Foxx. "The case for recycling is strong. Proper recycling requires only a small amount of time and it saves money and reduces pollution. Thanks to Coca-Cola and Harris Teeter for helping get this important message out to our community."

"Coca-Cola is proud to once again sponsor the Recycle and Win initiative," said Lauren Steele, Vice President, Corporate Affairs, Coca-Cola Bottling Company Consolidated. "With the communities' new larger roll out bins, it is more important than ever 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, "Recycle and Win enhances Mecklenburg County's reputation as a leader in this country's sustainability efforts."

The Coca-Cola Prize Patrol will be visiting the Charlotte, Davidson, Huntersville, Matthews, Mint Hill and Pineville neighborhoods starting November 1st and plans to award **(10) \$100 Harris Teeter Gift Cards** per week for a total of **260 prizes** throughout the six-month program.

Harris Teeter is excited to team up with Coca Cola again to promote recycling in the communities we serve. The "Recycle & Win" program rewards customers with \$100 Harris Teeter gift cards for recycling properly. "Environmental stewardship is important to Harris Teeter and this is one way where we do our part to protect the environment by diverting materials away from landfills," said Catherine Reuhl, Harris Teeter Communication Specialist.

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.

Recycle and Win!



SOURCE: Coca-Cola Bottling Co. Consolidated

Coca-Cola Consolidated

Lauren C. Steele, 704-557-4551

lauren.steele@cbbcc.com