

## 'Project White Beach'--Coca-Cola and Circle K Team up to Attract Tourists to Alabama Beaches

April 4, 2011

- **Program to target visitors from Southeastern States**
- **Consumers can win free vacation package grand prizes**
- **100,000 discount coupon books distributed in Circle K stores**
- **Alabama Gulf Coast is open for business!**

GULF SHORES, Ala., Apr 04, 2011 (BUSINESS WIRE) -- Alabama's white sand beaches are as beautiful as ever--and Coca-Cola, Circle K and Gulf Coast & Orange Beach Tourism are launching a program today to make sure tourists across the Southeast know that the Alabama Gulf Coast is open for business!

'Project White Beach' is a massive consumer promotion in markets across the Southeast to attract tourists back to the Alabama Gulf Coast. More than 100,000 discount booklets will be distributed in Circle K stores throughout Louisiana, Tennessee and Alabama giving significant discounts from Gulf Shores and Orange Beach accommodations, restaurants and attractions.

In addition, a number of lucky families will win a fantastic all-expenses paid vacation package to the Alabama Gulf Coast as part of the 'Enjoy the Gulf Coast' sweepstakes. Eight grand prize winners will be awarded with a five-night stay on the beach, golf, beach portrait session, charter fishing trip, gift certificates to local restaurants and tickets to area attractions like the Alabama Gulf Coast Zoo, USS Alabama and much more!

No purchase is necessary to win and consumers can enter by going to the Gulf Shores & Orange Beach Tourism's website, [www.EnjoytheGulfCoast.com](http://www.EnjoytheGulfCoast.com). The promotion is expected to run for two months to help jumpstart the 2011 summer tourist season.

"The 2010 Gulf Coast oil spill devastated the entire Gulf region's tourism industry. Over the past several months, however, thanks to the tireless efforts of thousands, our beaches have returned to their natural pristine condition and we need to let everyone know that the Gulf is back and open for business," said Herb Malone, President/CEO of Gulf Shores & Orange Beach Tourism.

"The Gulf Coast area is known around the country and world for its beautiful white sandy beaches and its delicious seafood. Our mission now is to communicate to families, spring-breakers and sport fishermen that the beaches in Gulf Shores and Orange Beach have recovered. Many thanks to Coca-Cola and Circle K for helping spread this important message throughout the Southeast," said Linda Whitlock, President of the Alabama Gulf Coast Area Chamber of Commerce.

"Coca-Cola is extremely proud to sponsor Project White Beach," said Lauren Steele, VP Corporate Affairs, Coca-Cola Consolidated. "The oil spill was bad, but the national media coverage was perhaps worse, leaving a negative impression of Alabama beaches. We know the beaches are as beautiful as ever--and tourism is a vital part of the region's economy, so we are excited about working with Circle K and Gulf Coast businesses to spread the word throughout the Southeast that the Alabama Gulf Coast is open for business!"

Coca-Cola Consolidated is the largest independent Coca-Cola bottler in the US and is a leader in the manufacturing, marketing and distribution of refreshment beverages.

**--Enjoy Coca-Cola and Visit the Alabama Gulf Coast!--**



SOURCE: Coca-Cola Bottling Co. Consolidated

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