

## Coca-Cola to Unveil Restored Historic Wall Mural in Celebration October 22; All Invited!

October 16, 2015

KNOXVILLE, Tenn.--(BUSINESS WIRE)--Oct. 16, 2015-- More than 125 years ago, Coca-Cola introduced its brand new refreshing and invigorating soft drink with painted advertising wall murals in towns and communities across the country, particularly in the rural South. Thousands of these iconic advertising murals remain, but many have become faded 'ghost signs'.

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On Thursday, October 22, Coca-Cola Bottling Co. Consolidated, the Knox Heritage and the East Tennessee Preservation Alliance will host a community event to celebrate the newly renovated Coca-Cola sign on the historic Patrick Sullivan's Saloon in the Old City at 5:45 pm — and everyone is invited! The restored sign is located at 100 North Central Avenue in Knoxville. The event will include complimentary catering from Holly's Catering, music by the Pea Pickin' Hearts and lots of ice-cold Coca-Cola products. The event is free and open to the public.

"We are so proud to be the local Coca-Cola bottler in Knoxville, and we are thrilled to be able to restore the historic Coca-Cola 'ghost sign' on North Central Avenue," Lauren Steele, Senior Director of Corporate Affairs at Coca-Cola Bottling Co. Consolidated, said. "These iconic wall murals are a part of Coca-Cola's history, part of Knoxville's history and a special part of Americana."

"We appreciate the work Coca-Cola Consolidated is doing to bring these iconic ghost signs found throughout our historic districts back to life," said Todd Morgan, Director of Preservation Field Services, Knox Heritage & East Tennessee Preservation Alliance, "Celebrating this effort in an opening reception for the 2015 East Tennessee Preservation Conference is going to be both fun and informative."

"Randy and I were so thrilled when we were approached by Coca-Cola Bottling Company Consolidated regarding the restoration of the sign on Patrick Sullivan's," said the owner of the building, Jenny Boyd. "We knew that they would do the best job in restoring this sign, which is so important for this iconic building."

Coca-Cola Consolidated has identified and restored more than two dozen ghost signs over the last three years.

Jack Fralin, the artist who restored the sign, sees these iconic refurbishments as a great opportunity. "I am always honored to be a part of these restorations," Fralin says, "I am glad to help out the community in any way that I can."

**Residents of the area are encouraged to come out to North Central Avenue for the historic mural commemoration and enjoy dinner, refreshing Coca-Cola products, and music from the Pea Pickin' Hearts.**

### **About Coca-Cola Bottling Co. Consolidated (CCBCC)**

Coca-Cola Bottling Co. Consolidated (CCBCC) is the nation's largest independent Coca-Cola bottler. The Company operates primarily in the Southeast, with corporate offices located in Charlotte, North Carolina. CCBCC stock is traded on the NASDAQ exchange under the symbol COKE.

Learn more about Coca-Cola Consolidated at [www.cokeconsolidated.com](http://www.cokeconsolidated.com), and be sure to follow us on [Facebook](#), [Twitter](#) and [Instagram](#)!



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