

The Coca-Cola Company and National Recycling Coalition Support 85 Community Recycling Programs Through Bin Grant Program

WASHINGTON D.C. – Recycling programs in 85 towns and cities got a boost this America Recycles Day with the addition of new recycling bins. The two winners from New York State were the Monroe County Department of Environmental Services in Rochester and the Yonkers Green Policy Task Force.

The National Recycling Coalition (NRC) and The Coca-Cola Company announced the recipients of their Fall 2008 Recycling Bin Grant Program on Nov. 14. Chosen from 1,400 applications submitted, the 85 grant recipients represent a cross section of community groups, local governments, colleges and non profit organizations across the country. Grant recipients receive recycling bins from a preset list of options.

Grants were awarded to a diverse selection of applicants from 32 states and the District of Columbia, including 22 colleges and universities, 19 municipalities and other local government entities, 20 K-12 schools, 16 non profit organizations and additional community groups and Native American tribes. Recipients were chosen by NRC based on a number of criteria, including where bins are likely to have the most impact on recovering beverage containers from the waste stream, ability of recipients to sustain their program in the future, and intention to support collection programs with recycling education and promotion. The Bin Grant Program is sponsored by The Coca-Cola Company and is designed to promote and support community recycling in the U.S.

“The Bin Grant Program is designed to help communities and organizations jump-start or expand their recycling programs and to further promote recycling of used bottles and cans,” said Scott Vitters, director of sustainable packaging, The Coca-Cola Company. “Bottles and cans are valuable recyclables and can be reused to make new products as well as new bottles and cans. By making more recycling bins available, we hope to encourage people make recycling a habit in their daily lives.”

“We are excited to partner with Coca-Cola again to offer the bin grants”, said Anjia Nicolaidis, deputy director of the National Recycling Coalition. “This program is a direct way that we can benefit recycling programs on a grassroots level.”

The Bin Grant Program provides recycling bins directly to recipients and leverages the purchasing power and expertise of the NRC. Grants are offered twice a year in the fall and spring through an online application process. Since its inception in the fall of 2007, the Bin Grant Program has placed more than 5,700 recycling bins in 150 communities in 48 states and the District of Columbia. A full list of the Fall 2008 bin grant recipients is available to view online at <http://bingrant.org/recipients.htm>. The Spring 2009 grant application period will begin on February 16 and extend through March 18, 2009. Further information about the grant program is available at <http://bingrant.org/>.

About the NRC

The NRC is a national, non-profit advocacy group with members that span all aspects of waste reduction, reuse and recycling in North America. NRC’s objective is to eliminate waste and promote sustainable economies through advancing sound management practices for raw materials

in North America. NRC works with its members and partners to sponsor programs and stakeholder forums that provide tools and nurture solutions for the recycling industry. Breaking new ground in how Americans think about waste, the Coalition is a strong and clear voice for recycling. For more information about the NRC please visit <http://www.nrc-recycle.org/>.

About The Coca-Cola Company

The Coca-Cola Company is the world's largest non-alcoholic beverage company. Along with the Coca-Cola® trademark, recognized as the world's most valuable brand, the Company markets four of the world's top five nonalcoholic sparkling beverage brands, including the Diet Coke®, Fanta® and Sprite® brands, and a wide range of other beverages, including diet and light beverages, waters, juices and juice drinks, teas, coffees, energy and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1.4 billion servings each day. For more information about The Coca-Cola Company, please visit our website at www.thecoca-colacompany.com.