



NEWS RELEASE
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BARBADOS BOTTLING COMPANY SUPPORTS OCEAN CONSERVANCY'S 25th
ANNUAL INTERNATIONAL COASTAL CLEANUP

The Coca-Cola Company encourages 50, 000 employees to volunteer in celebration of a 25-Year Sea Change for the ocean

THE BARBADOS BOTTLING COMPANY (BBC) will partner again this year with the Caribbean Youth Environment Network (CYEN) to participate in Ocean Conservancy's 25th Anniversary Annual International Coastal Cleanup (ICC) on Saturday September 25.

The ICC is The Coca-Cola Company's premier litter abatement partnership and the world's largest single-day volunteer effort to eradicate litter and debris from beaches, inland waterways and oceans. In its 15th year of support, the Company is expecting to contribute 50,000 volunteers across 40 countries.

"The Coca-Cola Company and its bottling partners are committed to helping create healthy environments in the communities we serve. Being a sponsor and active participant in the International Coastal Cleanup is one way we demonstrate that dedication," said **Jeff Seabright**, Vice President for Environment and Water Resources of The Coca-Cola Company. "Every year, we are inspired by this event, and encouraged to continue to improve our sustainable packaging strategy. ICC is an event that brings together global communities like ours not only on the shorelines but in meetings and conversations that focus on finding solutions."

"Having the support of a global company like The Coca-Cola Company is important to building awareness about the problem of marine debris and finding solutions to this serious problem," said **Vikki Spruill**, President and CEO of Ocean

Conservancy. “From product design to disposal, we all have a role to play in keeping our ocean clean and eliminating marine debris. We are celebrating our 25-year Sea Change for the ocean with The Coca-Cola Company this September.”

BBC and CYEN will seek to mobilize over 200 volunteers to join the local cleanup effort at Long Beach in Christ Church. This is the fifth year of the partnership, and as a Coca-Cola bottler BBC continually looks forward to working with CYEN on this initiative, which provides an excellent opportunity to create local awareness about the negative impact of littering on the environment.

“An estimated 25 percent of total debris collected last year was beverage-related items. The Coca-Cola system is working to advance a global sustainable packaging strategy aimed at preventing waste over the life of our packaging,” said BBC Brand Manager **Clifford Gooding-Edghill**. “This global effort provides an opportunity for us to raise awareness about the importance of preventing litter and show our support for keeping our oceans free of debris.”

During the 2009 International Coastal Cleanup, 498,818 volunteers picked up 7.4 million pounds of marine debris, in 108 countries and locations around the world and 45 U.S. states. Nearly 42,000 Coca-Cola system associates, their friends and families in 32 markets around the world participated, contributing nearly 265,000 hours of volunteer time. In 2008, Coca-Cola launched a multi-year partnership with Ocean Conservancy through a \$1 million pledge to support the ICC.

In addition to debris removal, the Cleanup includes a data collection effort for volunteers to record the specific types of debris recovered, providing insight into marine pollution. The event also is an opportunity to educate the public on litter abatement. Through debris removal, data collection, public education and collaboration with industry and policymakers, Ocean Conservancy strives to prevent marine debris and keep our waterways clean.

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Picture Capation:
BBC Brand Manager, Clifford Gooding-Edghill

