



For more information, contact: Lauren C. Steele, Coca-Cola Consolidated
704-557-4551, lauren.steele@ccbcc.com

Coca-Cola Recycle & Win to Promote Local Recycling Efforts

- **Nationally recognized program kicks off October 6 for Charleston County**
- **\$14,000 in Harris Teeter Gift Cards used as incentives to recycle**
- **\$150,000 invested by Coca-Cola to ensure program's success**

Charleston, SC (September 29, 2014) – In an effort to boost local recycling rates, Charleston County, in partnership with Coca-Cola and Harris Teeter, is introducing the Coca-Cola Recycle & Win program – a nationally recognized sustainability initiative which offers tips on recycling and rewards selected residents for proper recycling with a \$50 Harris Teeter gift card.

“Recycling not only helps the environment, but it is good for our communities’ bottom line,” said Chairman of Charleston County Council Teddie Pryor. “Our research shows that the Coca-Cola Recycle & Win program can help take our recycling efforts to the next level.”

“The Coca-Cola Recycle & Win program has helped other communities increase recycling rates by as much as 15 percent,” said Charleston County Councilmember Anna Johnson, who chairs Council’s Recycling/Solid Waste Committee. “And we know that any increase in recycling rates saves tax dollars in the long run by extending the life of landfills.”

To promote recycling in Charleston County, The Coca-Cola Company and Coca-Cola Bottling Company Consolidated have invested over \$150,000 in the Coca-Cola Recycle & Win program, which includes information that will be mailed during the week of September 28 to all single family households along existing curbside collection routes. .

This mailer will contain an official “Give It Back” sticker which residents must place on their recycling cart to be eligible for a chance to win a \$50 Harris Teeter gift card. The mailer will also contain a list of accepted items for recycling. Additional mailers and stickers will be available for pick up at Harris Teeter stores throughout Charleston County.

“Coca-Cola is proud to bring the Coca-Cola Recycle & Win program to Charleston County,” said Lauren Steele, Senior Vice President, Corporate Affairs, Coca-Cola Bottling Company Consolidated. “The Coca-Cola Company believes it is essential to educate everyone on the importance of recycling and recycling properly. We also believe 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!”

The official Recycle Patrol will begin visiting area neighborhoods Oct. 6 in an effort to spot households which are recycling properly and will award 270 \$50 Harris Teeter gift cards throughout the six-month program.

“Harris Teeter is proud to continue its support of the Coca-Cola Recycle & Win program as it expands to Charleston County. This is just one more example of our commitment to sustainability throughout all of communities we serve,” said Danna Jones, Communications Manager, Harris Teeter.

Coca-Cola Bottling Company 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.

Coca-Cola Recycle & Win!