



**MEDIA ADVISORY
510/10**

**SUMMER KICKS OFF WITH 2010 FIFA WORLD CUP™ EXHIBIT
AT THE WORLD OF COCA-COLA**

-- Experience the excitement up close during this limited engagement --

WHAT: The World of Coca-Cola will kick off summer as it hosts the 2010 FIFA World Cup™ exhibit. This June, fans will be watching their favorite team compete in South Africa. Now, fans have a chance to join the global celebration and experience this new exhibit as part of their visit to the World of Coca-Cola.

Beginning Friday, June 11th through Monday, July 5th, visitors to the World of Coca-Cola can experience the excitement associated with the 2010 FIFA World Cup™ through the 3-D FIFA World Cup film shown exclusively at the World of Coca-Cola. Fans may also capture the moment and have their photo taken with Zakumi, the Official Mascot of the 2010 FIFA World Cup™ and symbol of the spirit of South Africa. Licensed Coca-Cola football-themed merchandise will also be available for purchase to take home and enjoy.

The 2010 FIFA World Cup™ exhibit is an added element to the attraction and is included in general admission to the World of Coca-Cola. Make plans now to bring your friends and family to experience this one of a kind football exhibit! For more information, please visit www.worldofcoca-cola.com.

WHEN: **Friday, June 11th through Monday, July 5th during normal operating hours**

WHERE: **World of Coca-Cola**
121 Baker St., NW
Atlanta, GA 30313
(Directions – www.worldofcoca-cola.com)

HOW: The 2010 FIFA World Cup™ exhibit is an added element to the attraction and is included in general admission to the World of Coca-Cola.

World of Coca-Cola Contact
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About the World of Coca-Cola

At the World of Coca-Cola, experience the fascinating history of the world's most famous soft drink in a dynamic, multimedia attraction featuring a fully-functioning bottling line that produces an 8 oz. glass bottle of Coca-Cola for each and every guest. View over 1,200 never-before-displayed artifacts ranging from vintage bottles to a 1939 Coca-Cola delivery truck from Argentina. The thrilling, multi-sensory 4-D movie experience, "In Search of the Secret Formula", puts you right in the action. Tempt your taste buds with over 60 different beverages made by The Coca-Cola Company from around the world in Taste It! Experience something new and inviting around every corner of the World of Coca-Cola.

The World of Coca-Cola is located at 121 Baker Street in Pemberton Place, adjacent to the Georgia Aquarium in downtown Atlanta and is accessible via the Peachtree Center or CNN/ World Congress Center MARTA stations. Consumers with questions about the attraction may call 1-800-676-COKE or visit our website at www.worldofcoca-cola.com to purchase timed tickets.

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