



**MEDIA ADVISORY  
6/1/10**

**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 11<sup>th</sup> through Monday, July 5<sup>th</sup>, visitors to the World of Coca-Cola can experience the excitement associated with the 2010 FIFA World Cup™ through the Coca-Cola 3-D 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 soccer-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 soccer exhibit! For more information, please visit [www.worldofcoca-cola.com](http://www.worldofcoca-cola.com).

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

**WHERE:** **World of Coca-Cola**  
121 Baker St., NW  
Atlanta, GA 30313  
(Directions – [www.worldofcoca-cola.com](http://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](http://www.worldofcoca-cola.com) to purchase timed tickets.

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