



**FOR IMMEDIATE RELEASE:**

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**WORLD OF COCA-COLA KICKS OFF SECOND ANNIVERSARY WITH  
\$2 TICKETS FOR FIRST 2000 GUESTS**

**ATLANTA, May 20, 2009** – The World of Coca-Cola will reward 2000 dedicated fans with the opportunity to purchase specially priced tickets for \$2 as they celebrate their second anniversary this Saturday, May 23rd. Gates to Pemberton Place will open at 7:30am for early risers to be among the lucky ones to purchase these tickets and join over 2 million people who have already visited the attraction since it opened in its new location two years ago. “We are so grateful for the thousands of guests who visit us each day and we thought this promotion would allow even more families to experience all our attraction has to offer this Saturday morning”, said Russell Jacobs, General Manager of Retail and Attractions for The Coca-Cola Company.

Once inside, visitors will be among the first to view the newest art installation in the Pop Culture gallery. “Celebrating an Icon” features contemporary works in an array of media from Georgia artists Gordon Chandler, Comer Jennings, Steve Penley and Cedric Smith as well as Los Angeles artists Steve Kaufman and Burton Morris.

Outside, families can explore a world of art, music and food as The Market at Pemberton Place kicks off its inaugural season with a lively collection of artists, musicians, beverage samplings and fun activities for everyone. Entertainment continues throughout the day.

The second anniversary celebration is set to continue Sunday from 10am – 6pm with beverage sampling, bottle sand art and more as The Market at Pemberton Place closes out the weekend. This open air marketplace will return from 10am-6pm on June 27<sup>th</sup>, July 25<sup>th</sup>, August 8<sup>th</sup> and September 5<sup>th</sup> for more fun-filled Saturday afternoon strolls. Artists are provided by The Atlanta Foundation for Public Spaces.

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. For more information or to purchase tickets, please call 1-800-676-COKE or visit [www.worldofcoca-cola.com](http://www.worldofcoca-cola.com).

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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.

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