

May 23, 2007



# Coke "Pops the Top" on a Brand New Attraction

## Company Celebrates New World of Coca-Cola Grand Opening

The Coca-Cola Company:

**What:** The Coca-Cola Company will host a "Happiness Celebration" to commemorate the highly anticipated grand opening of the New World of Coca-Cola.

The event will feature characters from Coca-Cola iconography and appearances by Neville Isdell, The Coca-Cola Company chairman and CEO; Muhtar Kent, The Coca-Cola Company president and COO; Sonny Perdue, Georgia Governor; and Shirley Franklin, Atlanta Mayor.

**When/Where:** Thursday, May 24, 2007  
New World of Coca-Cola at Pemberton Place  
121 Baker Street/Atlanta, GA 30313  
General parking will not be available in the attraction parking deck  
Broadcast microwave satellite trucks park along Baker street

**Highlights:** 6:00 AM  
-- Visuals will include a Tai Chi exhibition  
-- Spokespeople available  
  
11:00 AM  
-- Coca-Cola's "Happiness Celebration" will start to come to life for invited guests including a drum line and iconic Coca-Cola characters: Polar Bear, Sundblom Santa Claus and others  
-- Performance vignettes by Cirque du Soleil  
  
12:00 PM  
-- An "explosive" ceremony to officially "pop the top" on the attraction, led by Neville Isdell and a cast of colorful characters  
-- Remarks by Neville Isdell, Gov. Perdue and Mayor Franklin  
-- Special performance by local musician Michael Tolcher and Atlanta's Harmony youth choir  
-- Q&A with Gov. Perdue, Mayor Franklin, Neville Isdell and Muhtar Kent will be held immediately following the ceremony

**Editor's Note:** Photos will be available at <http://www.thecoca-colacompany.com/presscenter>

Source: The Coca-Cola Company