



“Take It to the Park” with Coca-Cola This Summer! Vote in the *America Is Your Park* Campaign from June 6 – July 15

About *America Is Your Park*

- Coca-Cola is issuing a challenge to all Americans: “Take It to the Park,” get active and vote to help your favorite park win a grant as part of the **fourth-annual *America Is Your Park* campaign**. Being active is not only fun – it is an important part of a healthy lifestyle. And, what better place to get moving this summer than in the park!
- There are many ways people can vote for their favorite park, but it all **starts with getting active**. Active park-goers can vote by “checking in” from their favorite park, logging their daily fitness routine or clicking to vote online at **Coke.com/parks**.
- The park with the most votes will **win a \$100,000 recreation grant from The Coca-Cola Company** and the coveted title of “America’s Favorite Park.” Second- and third-place parks will win \$50,000 and \$25,000, respectively. Another \$15,000 will be awarded, at random, to a lucky park that comes in 4th to 25th on the leader board by the end of the contest.

How to Vote for Your Favorite Park

- Getting active in the park has never been more rewarding. Through *America Is Your Park*, people can **turn their favorite fitness activities into votes** for national, state and local parks this summer.
- Whether heading to the park for a run or a game of catch, people can “**check in**” using **foursquare**. Park lovers can “check in” once per day to earn five (5) votes for their park.
- Through a new partnership with MapMyFitness, people who **log at least 20 minutes of physical activity each day** can get 10 votes for their favorite park.
- For those who can’t get to the park, they can still **vote online at Coke.com/Parks** using a computer or smartphone. People can vote online once per day (each click is worth one vote).
- Park-goers can vote for their favorite national, state or local park from **June 6 at midnight ET until 11:59 p.m. ET on July 15, 2013**.

How to Get Involved

- Families and friends can join Coca-Cola in the park on “National Get Outdoors Day” (June 8) and the first day of summer (June 21) where **votes will be doubled!**
- Materials on Coke.com/parks make it **easy for people to campaign** for their local parks. The site includes a customizable poster/flyer, T-shirt logos, button designs and website templates.

America Is Your Park 2012 Winners

- Last year’s fierce online campaign included more than 16,000 parks from around the country. **Pratt Park in Prattville, AL, took home the title** and \$100,000 recreation grant. Pratt Park won by bringing their community together at events that featured "flash mob check-ins," voting stations, music and food. The grant will be used to build a family-friendly splash pad so residents have a place to play together.
- **Krull Park in Olcott, NY, and Curry Hammock State Park in Marathon, FL, came in second- and third-place**, taking home \$50,000 and \$25,000 grants, respectively. Additionally, Swift-Cantrell Park in Kennesaw, GA, was selected, at random, to receive a \$15,000 “wildcard” grant.

Why Coca-Cola is Involved

- Coca-Cola is committed to being a part of the solution to obesity. This summer, the Company is setting a goal to inspire as many as **3 million people to have fun and get active** in parks, on beaches, in gyms and recreation centers around the country.
- For more than 40 years, **Coca-Cola has supported efforts to maintain and rebuild parks** across the nation. To date, Coca-Cola has donated more than \$14 million in recreation grants and partnerships to help keep families active in the great outdoors.
- *America Is Your Park* was developed in collaboration with the **National Park Foundation, America's State Parks** and the **National Recreation and Park Association**.
- Through *America Is Your Park*, **Coca-Cola is keeping its promise** to be a community partner and credible ally in the fight against obesity. For information on other ways Coca-Cola is bringing people together for good, visit **ComingTogether.com**.