

Coca-Cola's Commitment To Parks

For more than 40 years, Coca-Cola has supported efforts to maintain and rebuild parks across the nation. The Company has donated nearly \$15 million for restoration and renovation of our country's parks.

The *America Is Your Park* campaign was developed in collaboration with the National Park Foundation, America's State Parks and the National Recreation and Park Association.



Any park, big or small, can win!* So vote to help yours take home the top prize this summer.



For tools to help get your community involved in the campaign, please contact:

Name: _____

Phone: _____

Email: _____



*Park eligibility subject to contest rules on LivePositively.com/parks.

It Takes an Entire Community to Help a Park Win Big!



VOTE this summer for yours to become "America's Favorite Park"



LivePositively.com/parks
#voteparks

America Is Your Park – So Vote!

Parks provide places for families to play and be active together. Unfortunately, maintaining these outdoor spaces has become a challenge, as resources and funding are stretched thin. Now more than ever, parks need our help.

This summer, Coca-Cola is calling people out to the park to vote in its *America Is Your Park* campaign. The park with the most votes will receive a \$100,000 recreation grant and the title of “America’s Favorite Park.” So, rally your entire community behind this effort!



How to Vote

Voting is easy! Park lovers can vote from May 23 to July 15, 2012 by visiting LivePositively.com/parks to:

- Vote via computer or smartphone (1 vote each)
- Find out details on “checking in” from the park (100 votes each)

Winning Parks

The park with the most votes will take home a \$100,000 recreation grant. More than one park will win:

- Second place: \$50,000 grant
- Third place: \$25,000 grant
- A fourth park, chosen at random from places 4 - 25: \$15,000 grant

These recreation grants are made possible by the Coca-Cola Live Positively initiative.

Rally your Community to Get Out the Vote

Imagine the impact a new playground or even a complete park makeover can have on your community.

Starting a campaign around your park is simple! A few small actions can make a big difference. Here are a few ways you can help your community and its parks this summer:

- Send a letter, post a Facebook status or send a tweet to get people voting for your community’s parks
- Work with local media to encourage voting or publish op-eds on the importance of area parks
- Engage hometown celebrities and ask for their help in spreading the word about parks in your town
- Organize or attend events in the park to encourage family fun outdoors and in-the-park voting