

## **Coca-Cola Junior Rangers**

### **Raising awareness with adventure and fun**

**Vienna – July, 2011 - Already for the 9th time, 16 teenagers between 13 and 15 years of age will be trained as Coca-Cola junior rangers in the Hohe Tauern National Park. In the next two years, they will support the "real" national park rangers in their work. The adventure starts today, July 11, with a base camp in Carinthia.**

Enjoying adventure and being interested in nature and its conservation are what it takes to train as a Coca-Cola junior ranger, which takes place already for the 9th time this year. In addition to several hikes on educational nature trails and in ravines, the program of the base camp includes interesting lectures on mining and Alpine dairy farming in the Hohe Tauern region. Following the one-week camp in Carinthia, the teenagers will move on to the part of the national park located in their home province. In their second week, the Coca-Cola junior rangers will lend a hand to the "real" national park rangers in their daily work.

#### **What Coca-Cola Junior Rangers do**

In these two weeks, there will be plenty of time to experience exciting adventures like sleeping under the stars or fascinating hikes through nature. Various tasks are awaiting the Coca-Cola junior rangers: they will observe deer, learn about plants and analyze gemstones. "The Coca-Cola junior rangers acquire knowledge about nature in an exciting and entertaining way," says Coca-Cola Hellenic Austria Public Affairs & Communications Director Susanne Lontzen. "We need to make young people aware of how important it is to protect nature. This is one of the main objectives of our corporate social responsibility strategy." Peter Rupitsch, director of the Hohe Tauern National Park, also feels highly committed to the Coca-Cola Junior Ranger project and says that "we could have never imagined what we have achieved with this project in the last nine years. The training leaves a lasting impression on the teenagers. We have achieved our goal of making them the ambassadors of tomorrow for nature and the Hohe Tauern National Park."

### **The 2011 Coca-Cola Junior Rangers**

This year, the Carinthian group is made up of Georg from Mühldorf, Maximilian from Spittal, Franz from Rangersdorf, Barbara from Heiligenblut, Magdalena from Pischelsdorf and Daniel from Großkirchheim. From Tyrol, Anna from Nußdorf, Lorena from Virgen, Matthias from Oberlienz, Hannah from Rum and Thomas from Matrei have joined the junior rangers team. Alexander from Piesendorf, Manuel from Rauris, Sarah from Bramberg, Sebastian from the city of Salzburg and Verena from Mühlbach are part of the Salzburg team. As a special guest, Paden from Atlanta, where the headquarters of Coca-Cola are located, will participate to get to know the mountains of Austria.

### **Partnership since 2003**

The partnership between the Hohe Tauern National Park and Coca-Cola Hellenic Austria was established in 2003 and has borne ample fruit. So far, 115 teenagers have completed the three-year training as junior rangers. Many of them come back to the national park also in the following years to help train new junior rangers or support national park rangers in their everyday work. Some of the former Coca-Cola junior rangers even independently look after information stands in the national park.

For more information go to [www.hohetauern.at](http://www.hohetauern.at) or join us on Facebook ([www.facebook.com/hohetauern](http://www.facebook.com/hohetauern)) to get news updates from our junior rangers.

#### Questions and further information:

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