

**Record participation with 1.500 schoolchildren**

## **The hydration check brings you to the Danube Challenge 2012**

**More than 27.000 schoolchildren took part in this year's „Trinkpass“ (hydration check) campaign where they could examine their drinking patterns in a playful way. A special prize will be the participation in the Danube Challenge which was started by Coca-Cola Hellenic Austria and the Ministry of Agriculture in 2007. 2012's Danube Challenge will be larger and more action-packed than ever: Altogether, 1.500 schoolchildren will be part of the initiative on the rivers of Danube and Inn.**

Sufficient hydration is particularly important in everyday school life, since dehydration can lead to problems with concentration and headache. With the hydration check campaign, Generation Blue (the youth water platform of the Ministry of Agriculture) and Coca-Cola Hellenic aims to show Austrian youths their drinking patterns and raise their awareness for the importance of a sufficient hydration. The schoolchildren keep their personal drinking passes and change their drinking patterns based on the results. The response was good: 27.000 passes were ordered and more than 350 school classes took part in the campaign.

### **Design a picture puzzle and be a part of the Danube Challenge!**

This year, the hydration check initiative was accompanied by a creative competition in which the schoolchildren were invited to develop an interesting picture puzzle on the topic of water. The most creative entries will be published in a special puzzle magazine which will be given to the winning classes. Additionally, they will be available on the Danube Challenge's facebook page [www.facebook.com/DanubeChallenge](http://www.facebook.com/DanubeChallenge). The classes taking part (fifth grade and higher) may win the participation in 2012's Danube Challenge as a special prize.

### **Danube Challenge: „The river turns into a classroom“**

The Danube Challenge was started by Coca-Cola Hellenic Austria and the Ministry of Agriculture in 2007. It started on a small level and now that it is held for the sixth time, it has turned to action-packed days of excitement for 1.500 schoolchildren. 56 school classes from all parts of Austria are invited to spend a day along the river at four different locations: the national park Donau-Auen in Stopfenreuth (Lower Austria), the national park Donau-Auen Lobau (Vienna), Engelhartzell (Upper Austria) and the Milser Au (Tyrol). „The Danube and the Inn turn into a classroom and the schoolchildren can experience the local natural landscapes and ecosystems of the river as a habitat first hand. Apart from the experiences in open nature, we are raising their awareness for water as a resource in a playful way“, Barry O’Connell, general manager Coca-Cola Hellenic explains this campaign’s growing importance. „That is why we see it as an important part of our social commitment to impart knowledge about the environment and resources to future generations of decision makers.“

#### **Events overview:**

20.06./21.06.: Nationalparkhaus Wien-lobAU

20.06./21.06.: Nationalpark Donau-Auen in Stopfenreuth

25.06.: Engelhartzell

27.06.: Milser Au in Tirol

#### **Further information:**

Suitable information for teachers’ preparation will be available in time on [www.facebook.com/DanubeChallenge](http://www.facebook.com/DanubeChallenge) and [www.generationblue.at](http://www.generationblue.at). You can find updates about the different locations as well as photos and impressions of the challenges on [www.facebook.com/DanubeChallenge](http://www.facebook.com/DanubeChallenge).

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## The company

**Coca-Cola Hellenic Austria** supplies the whole domestic market with products from the Coca-Cola Group. The company currently employs 1,100 people in Austria – in production plants as well as sales and distribution centers. Apart from the famous brands Coca-Cola, Coke light, Coke zero, Fanta and Sprite, the comprehensive product portfolio includes Nestea, Cappy, Römerquelle, emotion, the energy drink burn and the sports drink Powerade.

Until fall 2012, the products sold in Austria will be bottled at the production plant in Vienna, from where they are distributed to the whole country. Römerquelle mineral water is bottled at the spring in Edelstal, Burgenland, where the construction of the new production and logistics center will commence shortly.

Over 50,000 customers (food retail and catering businesses) bring Coca-Cola products to the consumers. 8,000 coolers make sure that the products are always within easy reach.

Coca-Cola has been firmly grounded in Austria since 1929. Through its ongoing investments and a value creation of over 50% taking place in Austria, Coca-Cola Hellenic Austria is an essential part of the national economy.

Coca-Cola Hellenic Austria is a subsidiary of the Coca-Cola Hellenic Bottling Company, headquartered in Athens, which is one of the biggest bottlers of non-alcoholic beverages in Europe with production and distribution centers in 28 countries. The company is listed on the Athens Exchange with a secondary listing in London. Coca-Cola Hellenic is listed in the Dow Jones Sustainability Index and the FTSE4Good Index. For further information visit [www.cocalahellenic.at](http://www.cocalahellenic.at).