

16 teenagers go on adventure in national park

Vienna – July, 20th 2009 - The Coca-Cola junior rangers will spend two weeks pursuing interesting and varied activities, making many memorable experiences and carrying out important tasks at the Hohe Tauern National Park. 16 teenagers from four Austrian federal provinces will start a one-week training camp with experienced rangers at the Hohe Tauern National Park today. Since 2003, as many as 100 teenagers have been trained as Coca-Cola junior rangers.

The young Coca-Cola junior rangers are interested in the environment and they care about preserving it. 16 teenagers from Salzburg, Tyrol, Carinthia and Vorarlberg have the opportunity to participate in the joint project of the Hohe Tauern National Park and Coca-Cola HBC through which they will get to know the uniqueness of the Alps and follow in the footsteps of US-American Harry Yount, who became the first national park ranger in the world in 1880. The camp, where they will learn the basics, will start in Salzburg today; the following week they will put their knowledge into practice and accompany and support national park rangers in one of the three federal provinces across which the National Park extends.

The Coca-Cola Junior Ranger project in the Hohe Tauern National Park is a prime example of sustainability: The new junior rangers will stay in touch with the National Park also after the two-week camp and continue working in this gem of nature the summers after their training. Already 100 teenagers have become the National Park's ambassadors of nature protection and environmental awareness since the year 2003. They regularly return to the Hohe Tauern National Park.

Partnership extended

„Such a project can only be realized with a strong partner. That is to say if it were not for the commitment of Coca-Cola HBC Austria, there would be no junior rangers of this kind," says Hermann Stotter, chairman of the council of the Hohe Tauern National Park.

The successful partnership between Coca-Cola HBC Austria and the Hohe Tauern National Park was called into life in 2003 and has recently been extended by another three years through 2011. The goal of this program is to get the teenagers to assume their responsibility towards nature and to impart knowledge which will be useful to them also later in life. „The Junior Ranger project is special because it is an extremely exciting, emotional and at the same time very informative program that has also drawn great interest at an international level,” states Coca-Cola HBC Austria spokeswoman Susanne Lontzen, “and the project has led to further initiatives.”

For questions or further information, please contact:

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