

The Coca-Cola Company Launches Olympic and Paralympic Games Campaign for North America Featuring Versatile Roster of Athletes and Brands

June 24, 2024 – Atlanta, GA – The Coca-Cola Company, the longest-running partner of the Olympic Games, kicked off its Olympic and Paralympic Games campaign in the United States and Canada today as the world eagerly awaits the Olympic and Paralympic Games Paris 2024. The campaign, which features a diverse group of Team USA and Team Canada athletes with their sights set on Paris, builds off the global theme from the company for Paris 2024, “Celebrate Everyday Greatness.”

The North America campaign will feature a new, yet-to-be released television commercial from Coca-Cola to build excitement for the Olympic Games (following already released commercials from POWERADE and Core Power), an engaging digital experience where consumers can scan limited-time packaging to enter for a chance to win daily and grand prizes, as well as cross-platform media partnerships with NBCUniversal and CBC.

The work includes activations and campaigns from several brands across the company portfolio, including Coca-Cola, POWERADE, Core Power, smartwater, vitaminwater and Minute Maid, and features renowned Olympic and Paralympic athletes and hopefuls, including Alex Morgan, Alyssa Naeher, Anna Hall, Athing Mu, Brooke Raboutou, Bobby Finke, Jordyn Barratt, Katie Grimes, Katie Ledecky, Roderick Townsend, Sha’Carri Richardson, Simone Biles and Tatyana McFadden from Team USA and Aaron Brown, Kadeisha Buchanan, Maude Charron, Penny Oleksiak and Sean McColl from Team Canada, who are making their final preparations for the Olympic and Paralympic Games. The athletes embody the diversity of the beverage portfolio, representing different sports, nationalities, abilities and genders.

This is the second time this year the company has focused a North America campaign on its portfolio of brands, the first being the “New Guy” campaign in January. In the Olympic Games campaign, consumers will be able to access additional chances for daily and grand prizing by scanning QR codes on packaging of the various brands included in the campaign.

An expanded roster of athletes partnered with The Coca-Cola Company who are expected or hopeful to compete for Team USA and Team Canada at Paris 2024 can be found below. Athletes such as Katie Ledecky (Core Power) and Simone Biles (POWERADE) will be faces for a single brand, while others will cover the broader portfolio.

A 96-year partner of the Olympic Games, The Coca-Cola Company has been at every Olympic Games host city since 1928. The campaign will run through mid-August. Fans can learn more, get involved and celebrate their everyday greatness at <https://www.coca-cola.com/ca/en/offerings/coke-olympics>.

Team USA

Alex Morgan, Football

Alyssa Naeher, Football

Anna Hall, Athletics

Anthony Edwards, Basketball (Sprite)

Athing Mu, Athletics

Bobby Finke, Swimming

Brooke Raboutou, Sport Climbing

Jordyn Barratt, Skateboarding

Katie Grimes, Swimming (POWERADE)

Katie Ledecky, Swimming (Core Power)

Roderick Townsend-Roberts, Para Athletics

Sha'Carri Richardson, Athletics (Sprite & POWERADE)

Simone Biles, Gymnastics (POWERADE)

Tatyana McFadden, Para Athletics

Team Canada

Aaron Brown, Athletics

Kadeisha Buchanan, Football

Maude Charron, Weightlifting

Penny Oleksiak, Swimming

Sean McColl, Sport Climbing