



FOR IMMEDIATE RELEASE

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POWERADE® POWER THROUGH™ Wants to Boost Local High School Teams' Success

Contest to Award Up to \$75,000 to Southeastern High Schools

POWERADE® and Walmart are joining forces to help Mississippi high school athletic programs *power through* to the next level. POWERADE® POWER THROUGH™ offers local high school athletic programs an opportunity to win \$2,000 to improve their team's ability to succeed.

Teams can use the \$2,000 awards in any way they see fit to help them achieve at a higher level. Past winners have purchased new equipment, uniforms and gear, improved practice facilities, and even covered the cost of transportation to and from games.

"The impact POWERADE® POWER THROUGH™ has made on high school athletes is both impressive and heartwarming," said Melanie Clark, Corporate Senior Director of Marketing at Coca-Cola UNITED. "POWERADE® and Coca-Cola UNITED are part of local communities. These are the places we work and live, and our belief is that stronger schools lead to stronger communities. We are thrilled to expand this program into new areas this year to benefit even more schools," she added.

Entries must be in the form of a three-minute video or 300-word short story explaining how the money will be used to help the team *power through*. Entries may be submitted by student athletes, coaches, teachers, parents, school administrators, boosters or alumni, and must be received by September 30, 2016. High school athletic programs eligible to win include band, baseball, basketball, cheerleading, dance team, field hockey, football, golf, gymnastics, hockey, lacrosse, soccer, softball, swimming and diving, track and field, tennis, volleyball and wrestling.

Rules, entry details and examples of past winning entries can be found at poweradepowthrough.com. Information can also be found on displays at participating Walmart locations.

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Coca-Cola Bottling Company UNITED, Inc. was founded in 1902 and is headquartered in Birmingham, Alabama. We have 4 production facilities and 35 distribution sales centers located in 7 southeastern states. Coca-Cola UNITED is the third largest bottler of Coca-Cola products (including Powerade®) in the United States and the largest privately held Coca-Cola bottler with over 5,700 employees.