



# Banks Holdings Limited

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NEWS RELEASE

## COCA-COLA SENDS LUCKY TWO TO BRAZIL

**AISHA SKEETE WILL JOIN THOUSANDS OF OTHER FOOTBALL FANS AROUND THE WORLD in Rio de Janeiro Brazil for the 2014 FIFA World Cup Final.**

The Grand Prize winner in the **2014 Coca-Cola Under the Cap** promotion, shared her excitement as she claimed her prize from **Alexis Garret**, Category Manager for Sparkling Soft Drinks, Banks Holdings Limited.

“I feel very excited. I actually was not trying to win the competition. I was drinking Coca-Cola because that is an everyday thing and then my daughter made me check the caps because she wanted to win an iPad.”

Aisha, an avid football fan, will catch all of the football action up close with her family friend Cheryl Scott, with whom she chose to share her prize.

In addition to receiving airfare and four nights’ accommodation at the posh **Adagio Ipanema Hotel** in Rio, the lucky pair will also receive complimentary airport transfers, game day transportation and match tickets included in the hospitality package. They will also experience the sights and sounds of Brazil with an exciting tour of the South American nation that has been a hub for tourists for many years. This includes stops at the exotic **Tijuca Rain Forest** and the artistic **Santa Tereza Hill**. US\$500 spending money, a 2014 FIFA World Cup Brazil souvenir as well as local hosts to assist them throughout their four-night stay, round out the prize.

Alexis Garrett, in presenting Aisha with her prize, said that Coca-Cola was thrilled to be able to send a lucky fan to football’s premier competition.

“We are thrilled to announce football and Coca-Cola fan Aisha Skeete as the winner of the **2014 Coca-Cola Under the Cap** promotion. She will be travelling to Brazil to watch the FIFA World Cup games and we are looking forward to hearing all about her trip when she returns”.

The 2014 Coca-Cola Under the Cap promotion ran for two months and awarded lucky consumers with iPads, tee shirts and fast-food vouchers.



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**CAP 1.** (from left) Grand Prize winner in the **2014 Coca-Cola Under the Cap** promotion, Aisha Skeete receiving official correspondence regarding her trip from Category Manager Sparkling Soft Drinks, Alexis Garrett.

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