



NEWS RELEASE
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Fans experiencing the ‘Coke side of music’

OVER 15 COCA-COLA FANS have won interim prizes in the brand’s ‘Experience the Coca-Cola Side of Music’ Promotion. The winners received Ipod Videos, MP3 Players, the hot new Nokia 5200 compliments Digicel and \$20 Digicel Top Ups.

Okenwa Coward, the winner of a Nokia 5200, is pleased with his prize. “When I learnt Coca-Cola was giving away the Nokia 5200, I immediately decided to enter the competition because I wanted one of these phones. I sent in 11 entries thus far and I have more to text in before the competition ends later this month,” he said.

15-year-old **Christal Emmanuel** revealed that she too was attracted by the cellphone. “I am on vacation in Barbados from St. Lucia, so when I was watching the television I saw the ad and decided to enter to see if I could win the Nokia 5200. I only sent in two entries so I’m very surprised and pleased that I won anything at all.” Ms. Emmanuel received a \$20 Digicel Top Up.

Self-confessed Coca-Cola fan **Cynthia White** stated, “I love Coca-Cola and I enter all of their competitions, so I’m pleased with my Digicel Top Up. I’ve already sent in 30 entries but I plan to send in more to increase my chances of winning the trip to see Beyoncé live.”

To enter simply text in the eight-digit numerical code under your Coca-Cola crown to 2653 (COKE). Winners are selected weekly and are notified by text message. All entries are valid for the grand prize of a trip for two to Los Angeles to see chart-topper Beyoncé live in concert.

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PIX CAPTION:

Brand Manager Clifford Gooding Edghill (left) presented the first interim winners with their prizes. (second left) Michelle Blenman, Colin Farley and Carol D'Aguiar collecting for her daughter, Ronya Juman. Missing is Michelle Forde.



PIX CAPTION:

These interim winners collect their prizes from Brand Manager Clifford Gooding-Edghill (left).