



***Richland County Recreation Commission:
South Carolina's first nationally accredited park and recreation agency***

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For Immediate Release

Richland County Recreation Commission Receives Grant to Support Recycling Efforts

*Coca-Cola and Keep America Beautiful Support 70 Community Recycling Programs
through Bin Grant Programs*

Columbia, SC (October 10, 2011) – The Richland County Recreation Commission is pleased to announce that our agency was the recipient of a very special grant that helps to support our agency's recycling efforts.

Keep America Beautiful and The Coca-Cola Company awarded 70 towns and cities and organizations with recycling bins. RCRC received 30 "Coke bottle" recycling bins so that our patrons and staff can recycle their plastic bottles and drink cans.

RCRC is committed to making sure our parks and facilities are safe and clean for everyone who works at or visits them. It is also important to our agency to make sure we reduce, reuse and recycle whenever possible. The facilities where the recycling bins are located are officially designated RCRC Green Zones, complete with our Green Zone logo and signage. You can also find out if your park is a "Green Zone" by visiting our website and clicking on the "Centers" tab.

The Bin Grant program is sponsored by The Coca-Cola Company and is designed to promote and support community recycling in the U.S.

The Bin Grant Program provides recycling bins directly to recipients and leverages the purchasing power and recycling expertise of KAB. Since its inception in the fall of 2007, the Bin Grant program has placed more than 20,000 recycling bins in 380 communities in 48 states and the District of Columbia. Further information about the grant program and a full list of spring 2011 Bin Grant recipients is available at <http://bingrant.org/>.

About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with nearly 500 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, Vitaminwater, POWERADE, Minute Maid and Georgia Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of nearly 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our Web site at www.thecoca-colacompany.com.

About Coca-Cola Recycling LLC

Coca-Cola Recycling LLC, a subsidiary of Coca-Cola Refreshments, is dedicated to recovering and recycling packaging materials used in North America – including polyethylene terephthalate (PET) plastic, aluminum, cardboard and plastic film. Coca-Cola Recycling is working to recover and recycle the equivalent of 100 percent of the packaging produced by the Coca-Cola system in North America. For more information, please visit www.cokerecycling.com.

About Keep America Beautiful, Inc.

Keep America Beautiful, Inc., established in 1953, is the nation's largest volunteer-based community action and education organization. With a network of more than 1,200 affiliates and participating organizations, Keep America Beautiful forms public-private partnerships and programs that engage individuals to take greater responsibility for improving their community environments. For additional information, visit www.kab.org.

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The Richland County Recreation Commission has served Richland County since 1960 and is dedicated to enriching lives and connecting communities through diverse recreational opportunities.