



Contacts:

Jennifer Amundsen
Coca-Cola Refreshments of Houston
T +01.713.669.3126
jamundsen@coca-cola.com

Shouket Karowadia
GHRA
(281) 295-5300
info@ghraonline.com

News Release

COCA-COLA® AND GREATER HOUSTON RETAILERS ASSOCIATION TEAM UP TO AWARD \$30,000 IN SCHOLARSHIPS TO LOCAL STUDENTS

Donation Supports Hispanic Scholarship Fund's goal of one college degree per Hispanic household

HOUSTON, Aug. xx, 2011 – Paying for college in Houston just got a little bit easier thanks to the Greater Houston Retailers Association (GHRA), Coca-Cola and the Hispanic Scholarship Fund (HSF). The organizations are awarding \$30,000 in scholarships to 17 deserving Hispanic students to ease the financial burden of attending college.

“Hispanics play an important role in Texas’ growth and HSF works to address the challenges that keep many of our Latino youth from earning a degree,” said Frank Alvarez, President & CEO, HSF. “We commend GHRA and Coca-Cola for supporting education initiatives that will help raise educational attainment levels among Hispanics in Texas.”

From now through Sept. 30, Houston area residents can apply at www.hsf.net by submitting an essay on how a college degree can help improve the local community. Two students will receive the grand prize of \$5,000 scholarships, five students will receive first prizes of \$2,000 scholarships and 10 students will each receive second prize \$1,000 scholarships.

“Coca-Cola has been a proud part of the fabric of Texas communities for many years. Throughout our history, we’ve supported educational charities, colleges and universities in Hispanic communities,” said Hector Amaya, Vice President of Field Operations, Coca-Cola Refreshments of Houston. “These scholarships help bring Houston one step closer to HSF’s goal of ensuring that one person in every Latino household receiving a college degree.”

To increase participation and drive awareness of the program, GHRA and Coca-Cola created bilingual, point-of-sale signage and product displays that were featured at 1,500 GHRA locations throughout the Houston area.

“It’s important to GHRA to champion initiatives that support education and the development of our local Hispanic communities,” said Hassanali Momin,

President, GHRA. “Working collaboratively, and leveraging the Coca-Cola and HSF partnership, GHRA can have a greater impact on local communities. Every day, we’re focused on promoting the Houston community in which we live and operate.”

The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, the Company's portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply and Georgia. 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 1.7 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at www.thecoca-colacompany.com.

About the Hispanic Scholarship Fund

Founded in 1975, the Hispanic Scholarship Fund believes that the country prospers when all Americans have access to the opportunities a college education can afford. As the nation’s leading Hispanic higher education fund, HSF works to address the barriers that keep many Latinos from earning a college degree. HSF has awarded more than \$300 million in scholarships over the past 35 years and has supported a broad range of outreach and education programs to help students and their families navigate collegiate life, from gaining admission and securing financial aid to finding employment after graduation. HSF envisions a future where every Latino household will have at least one college graduate, creating an enduring impact on the college outlook of Latino families nationwide, and strengthening the American economy for generations to come. For more information about the Hispanic Scholarship Fund, please visit www.HSF.net.

About the Greater Houston Retailers Cooperative Association, Inc.

The GHRA was established in 1999 for the benefit of its members who own independent Convenience Stores in and around Greater Houston area. GHRA’s mission is to provide sustainable value to Independent Convenience Store Members and our Supplier Partners through collaboration and education using the highest ethical and moral standards while supporting the communities in which we live and work. Collectively, GHRA membership supports approximately 9000 local jobs. Almost one third of all convenience stores in the Greater Houston area are members of GHRA. Current membership stands over 1500, which spreads over 40 counties, therefore making it the largest association of its kind.

GHRA also provides members with opportunities for professional growth through educational and service-oriented training programs. For more information, visit www.ghraonline.com.

#