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ATLANTA'S WOODRUFF ARTS CENTER LAUNCHES 2021-2022 CORPORATE FUNDRAISING EFFORTS WITH THE COCA-COLA FOUNDATION LEADERSHIP GIFT AND JAMES QUINCEY CHAIRMANSHIP.

ATLANTA, NOVEMBER 16, 2021— The Woodruff Arts Center, Alliance Theatre, Atlanta Symphony Orchestra, and High Museum of Art announce a gift from The Coca-Cola Foundation and a multi-faceted partnership with The Coca-Cola Company. The Coca-Cola Foundation has committed a leadership gift of \$2M to the Arts Center and The Coca-Cola Company's Chairman and CEO, James Quincey will lead the Center's 2021-2022 corporate fundraising campaign. The primary focus of the partnership and its associated initiatives will be access to artistic excellence and arts education for social impact.

"The Coca-Cola Company and The Coca-Cola Foundation are among the Arts Center's most dedicated and generous partners and have been since our very inception. We are tremendously grateful to James Quincey for his chairmanship of our 2021-2022 corporate fundraising campaign and are especially thankful for this remarkable gift from the Foundation," said Woodruff Arts Center President & CEO Hala Modellmog. "This partnership highlights The Coca-Cola Foundation's and The Coca-Cola Company's commitment to making the arts inclusive and accessible to all and will enable the Alliance Theatre, Atlanta Symphony Orchestra and High Museum of Art to broadly serve our community at a time when the arts are more important than ever."

"I'm honored to chair this year's Woodruff Arts Center campaign and I encourage others to join me in this important movement and contribute to this year's campaign. As we begin to return to in-person experiences, it's critical the arts are accessible and available to all," said James Quincey, Chairman and CEO of The Coca-Cola Company. "

The Coca-Cola Foundation's Leadership Gift will support programs across the Woodruff Arts Center's Campus focused on two areas: Professional Development and Community Access.

At the Alliance Theatre:

Community Ticketing to the upcoming production of *Bina's 6 Apples*, providing access for hundreds of students to experience live theater with an inspiring message.



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Professional Development Support of the Pearl Cleage Fellowships, a cohort of 15 different fellowship programs that address the dire lack of diversity in top leadership positions of most non-profit arts and cultural institutions across the country.

At the Atlanta Symphony Orchestra:

Community Ticketing to various Movies in Concert, where thousands of tickets will be distributed, free of charge, to families, students and teachers who would not otherwise be able to experience the magic of symphonic music.

Professional Development Support of the Talent Development Program, a pathway program for underserved student musicians with a primary objective of diversifying the pipeline for future orchestral musicians and leaders.

At the High Museum of Art:

Community Ticketing to *The Obama Portraits Tour*, providing two days of complimentary admission for the public to view this widely anticipated exhibition.

Professional Development Support for the Permanent Project, a unique partnership that brings together established and emerging arts organizations with a goal of deepening arts engagement for BIPOC communities living in Atlanta's historically Black neighborhoods.

About the Corporate Campaign

The Woodruff Arts Center's corporate campaign is essential in securing critical funds to sustain the Center's operations and programs. This year, the fundraising goal for the campaign is \$12M. The campaign is chaired by James Quincey, Chairman and CEO of The Coca-Cola Company. The campaign is also assisted by a Cabinet of corporate volunteer leadership chaired by Meredith Messer Lackey, Executive Vice President of External Affairs and Nuclear Development at Georgia Power.

About the Woodruff Arts Center

Woodruff Arts Center is a visual and performing arts center located in Atlanta, Georgia. The Arts Center is home to three not-for-profit arts partners - the Alliance Theatre, the Atlanta Symphony Orchestra, and the High Museum of Art. At the Woodruff Arts Center, we offer enriching visual and performing arts as well as robust educational programming bringing together patrons of all ages, interest levels, and backgrounds on one campus.

About The Coca-Cola Foundation

The Coca-Cola Foundation is the global philanthropic arm of The Coca-Cola Company. Since its inception in 1984, the Foundation has awarded more than \$1 billion in grants to support



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sustainable community initiatives around the world. For more information about The Coca-Cola Foundation, [link here](#).

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is a total beverage company with products sold in more than 200 countries and territories. Our company's purpose is to refresh the world and make a difference. We sell multiple billion-dollar brands across several beverage categories worldwide. Our portfolio of sparkling soft drink brands includes Coca-Cola, Sprite and Fanta. Our hydration, sports, coffee and tea brands include Dasani, smartwater, vitaminwater, Topo Chico, Powerade, Costa, Georgia, Gold Peak, Honest and Ayataka. Our nutrition, juice, dairy and plant-based beverage brands include Minute Maid, Simply, innocent, Del Valle, fairlife and AdeS. We're constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We seek to positively impact people's lives, communities and the planet through water replenishment, packaging recycling, sustainable sourcing practices and carbon emissions reductions across our value chain. Together with our bottling partners, we employ more than 700,000 people, helping bring economic opportunity to local communities worldwide. Learn more at www.coca-colacompany.com and follow us on Twitter, Instagram, Facebook and LinkedIn.

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