



FOR IMMEDIATE RELEASE

NBA SUPER STAR CHRIS PAUL
KICKS OFF THE FOURTH OF JULY WEEKEND ON THE TRACK
AND THE GREEN

The CP3 Foundation Hosts the CP3K Walk for Kids on June 30th and Golf Classic on July 1st

NEW ORLEANS, LA (June 22, 2011) – New Orleans Hornet, and four-time NBA All-Star Chris Paul will be kicking off the Fourth of July weekend with two events benefiting youth and his CP3 Foundation. Thursday, June 30, 2011, Paul will host the CP3K Walk for Kids. Over 300 youth, ages 8-12, will gather at the Danny Thiel Track at Tulane University to participate in the walk. The walk is designed to encourage youth to become more active and make healthy lifestyle choices. Friday, July 1, 2011, Paul will host the 3rd Annual Chris Paul Foundation Golf Classic at the English Turn Country Club. Both of these events will benefit the CP3 Foundation.

The Coca-Cola Company is the presenting sponsor for the CP3K Walk for Kids. Other sponsors include Powerade, Brand Jordan, Tulane University, Whole Foods and Q93-FM. Leading the way with morning warm-ups will be Hugo the Hornet, Hornets dancers, and Paul. They will join with youth from local summer programs to demonstrate ways to stay active. At the end of the walk, the kids will receive giveaways, lunch, and will be treated to entertainment and surprise performances.

“Supporting an active lifestyle is one of the highest priorities of our Company,” said Ingrid Saunders Jones, Senior Vice President of Global Community Connections, The Coca-Cola Company and Chairperson of The Coca-Cola Foundation. “We support youth development. This walk provides a structured environment for our youth to learn the importance of being active and making healthy choices.”

Friday, July 1st, Paul will head to the green for another morning of fitness and friendly competition for a good cause, with the 3rd Annual Chris Paul Foundation Golf Classic. Sponsored by Apollo Jets, State Farm, Powerade and Brand Jordan, the avid golfer is hosting his second year at the English Turn Country Club, with Jarrett Jack, Michael Beasley, Chauncey Billups, Walt Bellamy, Leigh Torrence, Anthony Anderson, Mark Ingram Jr., and more joining in the competition, all in support of the CP3 Afterschool Zone in New Orleans. Created in partnership with JPMorgan Chase, the CP3 Afterschool Zone is an enriching afterschool program serving youth with a variety of activities around Central City. Playing in teams of four, the 3rd Annual Chris Paul Foundation Golf Classic benefiting the CP3 Afterschool Zone will culminate with an awards reception celebrating the top teams and a raffle of diverse prizes, from a steak dinner with Paul to a cruise and more.

“I’m proud of the impact that the CP3 Afterschool Zone has had on the young people of New Orleans,” states Paul. “I’d like to thank our sponsors for their continued support and commitment to enriching the lives of young people in New Orleans through education and exposing them to living active and healthy lives.”

(more)

About 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 Chris Paul & the CP3 Foundation

Chris Paul, point guard for the New Orleans Hornets, has proven himself time and again both on and off the court as a leader. An All-American at Wake Forest University, he was selected fourth overall in the 2005 NBA Draft by the Hornets and earned Rookie of the Year honors, with 124 of the 125 first place votes. Paul earned a Bronze medal at the 2006 World Championships in Japan and a Gold medal at the 2008 Olympics in Beijing as part of Team USA, and has been recognized by People Magazine in their "50 Most Beautiful" issue in 2006 and by GQ with "Men of the Year" honors in 2008. In 2010, Paul was appointed as a member of the President's Council on Fitness, Sports and Nutrition, which encourages all Americans to adopt a healthy lifestyle. In 2005, Chris Paul established the CP3 Foundation, in partnership with the Winston-Salem Foundation in honor of his late grandfather, Nathaniel Jones, and the Winston-Salem community, both of whom nurtured him and helped him to become the man that he is today. Enriching the communities of Winston-Salem and New Orleans, programs include the Nathaniel Jones Scholarship Fund, donating food and other needs to underserved communities, refurbishment of basketball courts, and more. In October 2010, the CP3 Foundation and Chase Bank created *The CP3 Afterschool Zone presented by Chase* to benefit the children of New Orleans. Paul's emphasis on community involvement has made him a three-time recipient of the NBA's Community Assist Award. For additional information, please visit www.chrispaul3.com and www.cp3foundation.org.

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