



## “Arctic Home” Frequently Asked Questions

### **Q. What is “Arctic Home”?**

**A.** Coca-Cola and World Wildlife Fund (WWF) are joining forces in a bold, new campaign to help protect the polar bear’s Arctic home. Together, Coca-Cola and WWF are raising awareness and funds for conservation efforts to create a safe haven for the polar bear.

### **Q. How will this effort help protect the polar bear’s home?**

**A.** WWF has a vision to help protect the polar bear’s Arctic home. This includes working with local residents to manage an area high in the Arctic where the summer sea ice will likely persist the longest. This area—potentially covering 500,000 square miles—could provide a home for the polar bear while protecting the cultural and economic needs of local people.

### **Q. Why is the polar bear important to Coca-Cola?**

**A.** Polar bears are near and dear to the Company and loved by people around the world. The bears were first introduced in Coca-Cola print advertising in 1922, and today they remain one of the most beloved icons of Coca-Cola.

### **Q. Why are Coca-Cola and WWF partnering on this initiative?**

**A.** This project grew out of an existing partnership between WWF and Coca-Cola focused on freshwater conservation and a mutual interest in protecting the polar bear’s habitat. Over the last four years, Coca-Cola has supported WWF’s polar bear conservation efforts. Today, WWF has a vision to help protect the polar bear’s home, and we wanted to help bring that vision to life. “Arctic Home” gives Coca-Cola the opportunity to use our significant reach to raise awareness and funds to help WWF create a safe haven for the polar bear.

### **Q. How much money is Coca-Cola giving to support polar bears?**

**A.** Coca-Cola is making an initial donation of \$2 million and inviting everyone to join the cause by making individual \$1 donations. Coke will match all donations made with a package code by March 15, 2012, up to \$1 million. Between the initial donation and matching funds, Coca-Cola is committing up to \$3 million to WWF. This is in addition to the more than \$1 million Coca-Cola has donated to WWF for polar bears over the last four years.

### **Q. What will people’s donations support?**

**A.** Funds raised through “Arctic Home” will support WWF’s polar bear conservation work. This includes working with local communities, supporting cutting-edge research, and carrying out additional conservation work with partners.

### **Q. How can consumers make a donation?**

**A.** People can make a donation by texting the package code to 357357. Each text will trigger an individual donation of \$1, which will go to WWF’s efforts to protect the polar bear’s Arctic home. You can also make an online donation at ArcticHome.com, starting November 1, 2011. Coca-Cola will match all donations made with a package code by March 15, 2012, up to \$1 million.

### **Q. What is the connection between Coca-Cola, WWF and the film *To The Arctic 3D*?**

**A.** Coca-Cola and WWF have partnered with Academy Award® nominated film company MacGillivray Freeman Films, which is working with Warner Bros. Pictures and IMAX Corporation to co-produce the new IMAX® film *To The Arctic 3D*. The film, scheduled for release exclusively in IMAX® theatres

in 2012, follows a mother polar bear and her two cubs as they navigate the Arctic wilderness they call home. “Arctic Home” television commercials and website content will feature sneak preview footage of the film, which brings to life the story of the polar bear.

**Q. Why is Coke turning its cans white?**

**A.** To convey the importance of this cause, Coke is making a bold gesture this holiday season. For the first time ever, Coke is turning its iconic red Coke cans white for a limited time. In addition, bottle caps on many popular Coca-Cola products will be white.

**Q. How long will the white “Arctic Home” cans be available? What happens when they run out?**

**A.** The white cans be available starting November 1 and will remain on shelves until supplies last. In early December, the white cans will be joined by limited-edition red “Arctic Home” cans.

**Q. What will the limited-edition cans look like?**

**A.** The eye-catching “Arctic Home” cans will feature the image of a mother bear and her two cubs making their way across the Arctic. Starting November 1, Coke’s familiar red can background will be replaced with an all-white panorama, highlighted by the iconic Coca-Cola script printed in red. In early December, the white cans will be joined by the next limited-edition “Arctic Home” cans featuring the same polar bears with a red background. These limited-edition cans will be on stores shelves while supplies.

**Q. Where are the limited-edition cans sold?**

**A.** Beginning November 1, 2011, the new packaging will be available everywhere Coke is sold in the United States and Canada, including vending machines until supplies last.

**Q. Is this a new product or new-tasting Coke?**

**A.** No. This is the same great tasting, refreshing Coke that people love, but in new limited-edition packaging.

**Q. Where can package codes be found?**

**A.** Codes can be found on the inside of 12-ounce Coca-Cola fridge packs. They can also be found under white bottle caps of many popular products, including: Coke, Diet Coke, Coke Zero, Sprite, Sprite Zero, Nestea, Minute Maid and more.

**Q. Do you need a Coke package code to make a donation via text message?**

**A.** To text a donation, you do need a package code. But, you can make a donation online without a code on ArcticHome.com.

**Q. When can people start donating to the polar bear initiative?**

**A.** Donations are being accepted from Wednesday, October 26, 2011 at [12:00 a.m. ET] through March 15, 2012 [11:59 p.m. ET].

**Q. Is there a limit to the number of times people can donate?**

**A.** People can donate via text up to five times per month, \$1 each time. There is no limit on online donations.

**Q. How can someone obtain or name a parcel?**

**A.** The virtual parcel is a way of thanking people who make a donation to “Arctic Home.” People can retrieve their virtual parcel at ArcticHome.com. From the website, they can: name their parcel, invite friends to be neighbors, conduct live chats with Arctic researchers and monitor for polar bear sightings.

**Q. When someone goes online to “claim my parcel,” will they actually get a piece of the land?**

**A.** No. The parcel is a virtual experience.