

## コカ・コーラ ボトラーズジャパン株式会社 **News Release**

July 26, 2018

Dear all

Coca-Cola Bottlers Japan Inc.

#### "JOC Olympic Support Vending Machine" with a Rifle Shooting Design

### 1st unit for Saitama Prefecture installed at Wako City Hall on July 25 (WED.)

Coca-Cola system has been deploying "JOC Olympic support vending machines" since January 2016 as part of a joint effort with the Japanese Olympic Committee (JOC) to strengthen athletes working toward the Olympics and to support the Olympic movement in "JOC Olympic athletes high performance support program with Coca-Cola".

This is to announce the installation of the "first JOC Olympic support vending machine with a rifle shooting design for Saitama Prefecture" at Wako City Hall by Coca-Cola Bottlers Japan Inc. (HQ: Minato-ku, Tokyo, Representative Director and President: Tamio Yoshimatsu) on July 25 (Wednesday), 2018, two years before the starting date of the shooting sports events of the 2020 Tokyo Olympics Games.

Wako city will host the shooting sports events of the 2020 Tokyo Olympics. It is our intention to continue to install and spread JOC Olympic Support Vending Machines to promote the support of athletes aiming for the Tokyo 2020 Olympics to the users and to raise further momentum for the Olympic Games.

- Installation date: July 25 (Wednesday), 2018
- Location: Wako City Hall (1-5 Hirosawa, Wako-shi, Saitama Prefecture)



#### [Reference]

# Overview of "JOC Olympic athletes high performance support program with Coca-Cola" Sponsored by Japanese Olympic Committee

"JOC Olympic athletes high performance support program with Coca-Cola" is a collaborative effort between the Japanese Olympic Committee (JOC) and its worldwide Olympic partner Coca-Cola that donates several yen for every soft drink purchased from a vending machine with JOC's message poster or an original design wrapping with the Olympics athletic events.

Donations are donated to JOC through the various bottling companies and are used to aid in strengthening athletes of highly-anticipated associations for the 2020 Olympics as well as in promoting the Olympic movement.

Total amount of donations and their use (Olympic sports associations granted the donations) are updated on JOC's homepage.

(Support Programs page on JOC official website: http://www.joc.or.jp/donation/athletes02/)







<sup>\*</sup>The illustration may not be an accurate reflection of the actual color or design.