

"TO WORK BY BIKE FROM NOW ON" PILOT PROJECT STARTING IN ZAGREB

Zagreb, September 9, 2009 – On the occasion of European Mobility Week and in cooperation with the Bicycle Association, Coca-Cola HBC Croatia General Manager Nikolaos Kalaitzidakis presented employees at the company's Zagreb headquarters today with the first ten Bistra bicycles for free usage. Employees will be able to use the bicycles to get to work or recreationally in their free time.

This symbolically marked the beginning of a pilot project with the title "To Work by Bike from Now", through which Coca-Cola HBC Croatia wants to promote its long-standing campaign to promote bicycling as a healthy alternative in urban settings within the company as well, directly addressing its own employees.

Zagreb was selected as the location for a test implementation of this project that could also become a reality at other Coca-Cola facilities and representations throughout Croatia.

After the first ten bicycles that will be used by employees of the company's two organizational units in Zagreb were put into operation, a casual bicycling program and a bicycling quiz about bicycle traffic rules and the responsible behavior of bicyclists in traffic were organized in organization with the Bicycle Association.

Coca-Cola HBC Croatia called on all employees to set aside more time for alternative means of transportation, recreation and movement during the upcoming European Mobility Week from September 16 to 22, and invited them to an upcoming bicycle race in Zagreb, i.e. Zagrebačka žbica, which will take place on a stretch from Cvjetni trg (Flower Square) to Bundek Lake on September 22 at 6 p.m. All employees who partake in the race will be able to participate in the prize drawing for a Bistra bicycle.

For more information, please contact:

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