

NATIONAL CONSTITUTION CENTER

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SOLDIERS LOVE THEIR COCA-COLA

WORLD WAR II-ERA ADVERTISEMENTS ON DISPLAY AT THE NATIONAL CONSTITUTION CENTER

Philadelphia, PA (November 8, 2010) – World War II-era advertisements for Coca-Cola, featuring U.S. soldiers, sailors, and aviators enjoying Coke on duty and at home, are catching the attention of visitors to the National Constitution Center. The poster-size ads are part of The Philadelphia Coca-Cola Bottling Company and The Coca-Cola Company's local presenting sponsorship of the highly-acclaimed *Art of the American Soldier* exhibition.

Taste of Home is made up of nine advertisements from Coca-Cola's Corporate Archives. The display emphasizes that Coke was more than just a drink for servicemen and women stationed abroad – it was a taste of home. Rallying with the rest of the nation to support U.S. troops during World War II, company president Robert Woodruff ordered that “every man in uniform gets a bottle of Coca-Cola for 5 cents, wherever he is, and whatever it costs the company.” The bottling plants built overseas during wartime to fulfill Woodruff's vision laid the foundation for the company's worldwide reach today. The Coca-Cola advertisements will be on display in the Center's Delegates' Café hallway through January 10, 2011. This area of the museum is free and open to the public.

The ad display complements the *Art of the American Soldier* exhibition, created by the National Constitution Center in conjunction with the U.S. Army Center of Military History

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ADD ONE/TASTE OF HOME

and the National Museum of the United States Army. The exhibition unveils powerful works of art created by American soldiers in the line of duty. Drawn from the Army's rarely seen collection of over 15,000 paintings and sketches, *Art of the American Soldier* showcases the artistic response of soldiers from World War I through the present day.

"Coca-Cola's reputation for supporting our troops on the front line is remarkable. And the ethic they demonstrated during World War II lives on today," said National Constitution Center President and CEO David Eisner. "Coca-Cola's generosity and commitment has made it possible for citizens to explore exhibitions such as *Art of the American Soldier* and *Taste of Home*, and to share the experiences of our soldiers."

The Philadelphia Coca-Cola Bottling Company is the 4th largest Coca-Cola Bottler in the U.S., employing over 1200 people. It is one of the largest beverage distribution facilities in the U.S. and is a leader in manufacturing, selling, and distributing soft drinks. The corporate offices of Philly Coke (as most commonly referred) are located in Northeast Philadelphia and serve a consumer base with over 6 million people across a territory that spans parts of Pennsylvania, New Jersey, and Delaware.

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola, recognized as the world's most valuable brand, the Company markets four of the world's top five soft drink brands, including Diet Coke, Fanta, and Sprite, and a wide range of other beverages, including diet and light soft drinks, waters, juices and juice drinks, teas, coffees, energy and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1.6 billion servings each day. For more information about The Coca-Cola Company, please visit our website at www.thecoca-colacompany.com.

Admission to *Art of the American Soldier* is FREE with regular museum admission of \$12 for adults, \$11 for seniors ages 65 and over, and \$8 for children ages 4-12. Veterans and military families will receive \$2 off admission. Active military personnel,

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ADD TWO/TASTE OF HOME

career military retirees, and children ages 3 and under are free. Group rates are also available. iPod audio tours cost an additional \$5. The *Art of the American Soldier* iPod tour has been generously underwritten by Team Clean, Inc. For ticket information, call 215.409.6700 or visit www.constitutioncenter.org.

Official media partners of *Art of the American Soldier* are CBS 3 (KYW-TV) and The CW Philly 57 (WPSG-TV), *The Philadelphia Inquirer*, and The Big Talker 1210AM WPHT. CBS 3 (KYW-TV) and The CW Philly 57 (WPSG-TV) are part of CBS Television Stations, a division of CBS Corporation.

Army art is furnished courtesy of the Department of the Army, Center of Military History. Sponsorship of this exhibition does not constitute an endorsement by the Department of the Army of the sponsor's products or services.

The National Constitution Center, located at 525 Arch St. on Philadelphia's Independence Mall, is an independent, nonpartisan, nonprofit organization dedicated to increasing public understanding of the U.S. Constitution and the ideas and values it represents. The Center serves as a museum, an education center, and a forum for debate on constitutional issues. The museum dramatically tells the story of the Constitution from Revolutionary times to the present through more than 100 interactive, multimedia exhibits, film, photographs, text, sculpture and artifacts, and features a powerful, award-winning theatrical performance, "Freedom Rising." The Center also houses the Annenberg Center for Education and Outreach, which serves as the hub for national constitutional education. For more information, call 215.409.6700 or visit www.constitutioncenter.org.

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