



Burlington Manufacturer Helps Coke Carry the Torch

(Burlington) With the Vancouver 2010 Olympic Torch making its way through Ontario, workers at Great Lakes Scenic Studios in Burlington are especially excited. As the company that transformed the cab and chassis from two of Coca-Cola's existing hybrid-electric delivery trucks into their Vancouver 2010 Olympic Torch Relay celebration vehicles, the crew at Great Lakes can't wait to see their creations travel through their hometown.

Working with Coca-Cola through the marketing teams from Inventa in Vancouver and Ignition from Atlanta, Great Lakes Scenic Studios designed and built these mobile parade platforms that would leave the pimp my ride set green with envy. With a full LED lighting package, custom drum set, Coca-Cola dispensing stations and a tricked-out sound system that will blow your hair back, these machines are as sweet as their namesake.

Joe Kondrat, Great Lakes' Business Development Manager bubbles with enthusiasm "To build vehicles that were both beautiful and tough enough to endure the 45,000 km trek through the Canadian winter was both challenging and hugely rewarding to all of our staff. Working with Coca-Cola and their marketing partners Ignition and Inventa to help capture the spirit of the moment has been a whole lot of fun."

Coca-Cola's conscious decision to partner with a Canadian manufacturer in the fabrication of their Olympic Torch Relay vehicles gets a big thumbs up among those directly involved. Great Lakes Partner John Hobbs comments "It is a great opportunity for us to highlight Canadian manufacturing talent at the most positive and visible forum on the planet."

Great Lakes Scenic Studios is a leading Canadian specialty fabricator located in Burlington, with a sister plant in Calgary. Sporting a combined workforce of over 200 artisans and tradespeople and 100,000 feet of shop space, the company has worked its magic on Disney theme parks, Cirque du Soleil productions and 1000's of Broadway shows over its 30 year history.

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Coca-Cola and the Olympic Movement

The Coca-Cola Company has been associated with the Olympic Games since 1928 and is the longest continuous corporate supporter of the Olympic Movement. Through the Olympic Games, Coca-Cola encourages people to create their own path of "positivity" in everyday life by believing that anything is possible. The Company's sponsorship supports National Olympic Committees in more than 200 countries to help athletes train and compete.

Coca-Cola in Canada

The Coca-Cola Company is the world's largest beverage company. In Canada, the Company is represented by its subsidiary, Coca-Cola Ltd. (Coca-Cola in Canada). Coca-Cola is Canada's largest beverage company. Coca-Cola in Canada markets three of Canada's top nonalcoholic sparkling beverage brands, Coca-Cola, Diet Coke and Sprite, and the leading ready-to-drink tea: Nestea. In addition, our subsidiary is the largest juice and juice drinks company with Minute Maid, Five Alive and Fruitopia. The Company also markets DASANI, PowerAde and other hot and cold beverages.

For more information about Coca-Cola in Canada, please visit our website at www.cocacola.ca or our parent company's website at www.thecoca-colacompany.com.

ignition is the award-winning experiential marketing agency behind some of the world's most ambitious and famous events and campaigns: Coca-Cola's Olympic Torch Relays and FIFA World Cup™ Trophy Tours, the Live Earth concert, and the Blue Planet Run. It is also one of the first agencies that is committed to fully integrate environmental sustainability across its operations and projects. With ignition, clients deliver measurable brand-building experiences that leave a lasting impression on the communities they touch, without leaving a lasting impact on the planet. Find out more at www.ignition-inc.com.

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Founded in 1996, **Inventa** is a national marketing agency creating brand campaigns through experiential marketing, event marketing, sales promotion and non-traditional advertising services. Inventa is the Experiential Activation Agency responsible for Coca-Cola's Olympic activation of the Vancouver 2010 Olympic Winter Games.

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