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For Immediate Release
Sept. 16, 2019

The Coca-Cola Company announces Leonardo DiCaprio as new spokesperson

ATLANTA, Monday, Sept. 16, 2019– The Coca-Cola Company announces Leonardo DiCaprio as the brand’s newest spokesperson. DiCaprio will join Chief Sustainability Officer Bea Perez this January to promote the World Without Waste initiative.

“It is such an amazing opportunity to get to work with a company that has the ability to implement sustainable changes in their business and in communities around the world,” says DiCaprio.

DiCaprio is not only an award-winning actor and film producer as well as a passionate and long-time environmental activist. He established the Leonardo DiCaprio Foundation in 1998 with the goal to inspire environmental awareness worldwide and to preserve the world’s remaining wild places.

Throughout his career, DiCaprio has actively supported various environmental causes such as efforts to defend Earth’s biodiversity and to reduce the effects of climate change. Along with work for his foundation, DiCaprio sits on the boards of multiple nonprofit organizations including the World Wildlife Fund and the Natural Resources Defense Council.

“We’ve only got one Earth,” says DiCaprio, “It is essential that we work together to protect it and all of its resources. Environmentalism isn’t just one overarching goal; It’s a way of life.”

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The company hopes DiCaprio will help the World Without Waste vision achieve greater visibility with the general public. World Without Waste was launched in 2018 to design more recyclable packaging, to increase recycling and collection and to build partnerships supporting a clean, healthy environment.

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is a total beverage company, offering over 500 brands in more than 200 countries and territories. The company constantly transforms its portfolio, from reducing sugar in our drinks to bringing innovative new products to the market. It is also working to reduce our environmental impact by replenishing water and promoting recycling. The company employs more than 700,000 people, helping bring economic opportunity to local communities worldwide. Learn more at Coca-Cola Journey at www.coca-colacompany.com, and follow us on Facebook @TheCocaColaCo, Twitter @CocaColaCo and Instagram @thecocacolaco.

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