

SPONSOR

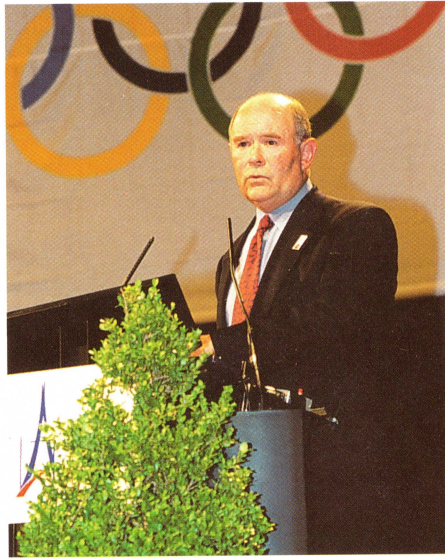


Johnny Weissmuller and Maureen O'Sullivan on a Coca-Cola serving tray from 1934.

Coca-Cola

"To Sponsor is to Believe"

Coca-Cola is the oldest continuous sponsor of the Olympic Movement, present since 1928. It has made an immense contribution over the years to the success and popularity of sports. Its nostalgic collection of memorabilia, part of which is shown in this article, has been on display at the Olympic Museum in Lausanne.



John Hunter, executive vice-president.

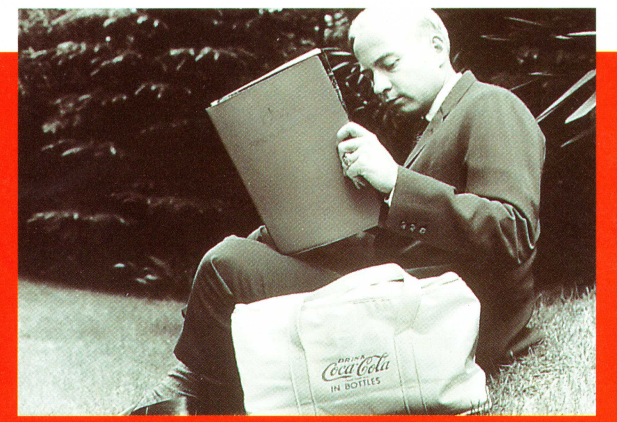
The 1928 Olympic Summer Games in Amsterdam always will be noted for several "firsts" which would become traditions in future Olympic Games. The Olympic Flame was lighted for the first time in modern Olympic history. Women competed for the first time in track and field events. And Coca-Cola made its Olympic debut, when 1,000 cases of Coca-Cola arrived on a freighter with the U.S. Olympic team.

It was the beginning of an association between The Coca-Cola Company and the Olympic Movement which now spans 66 years.

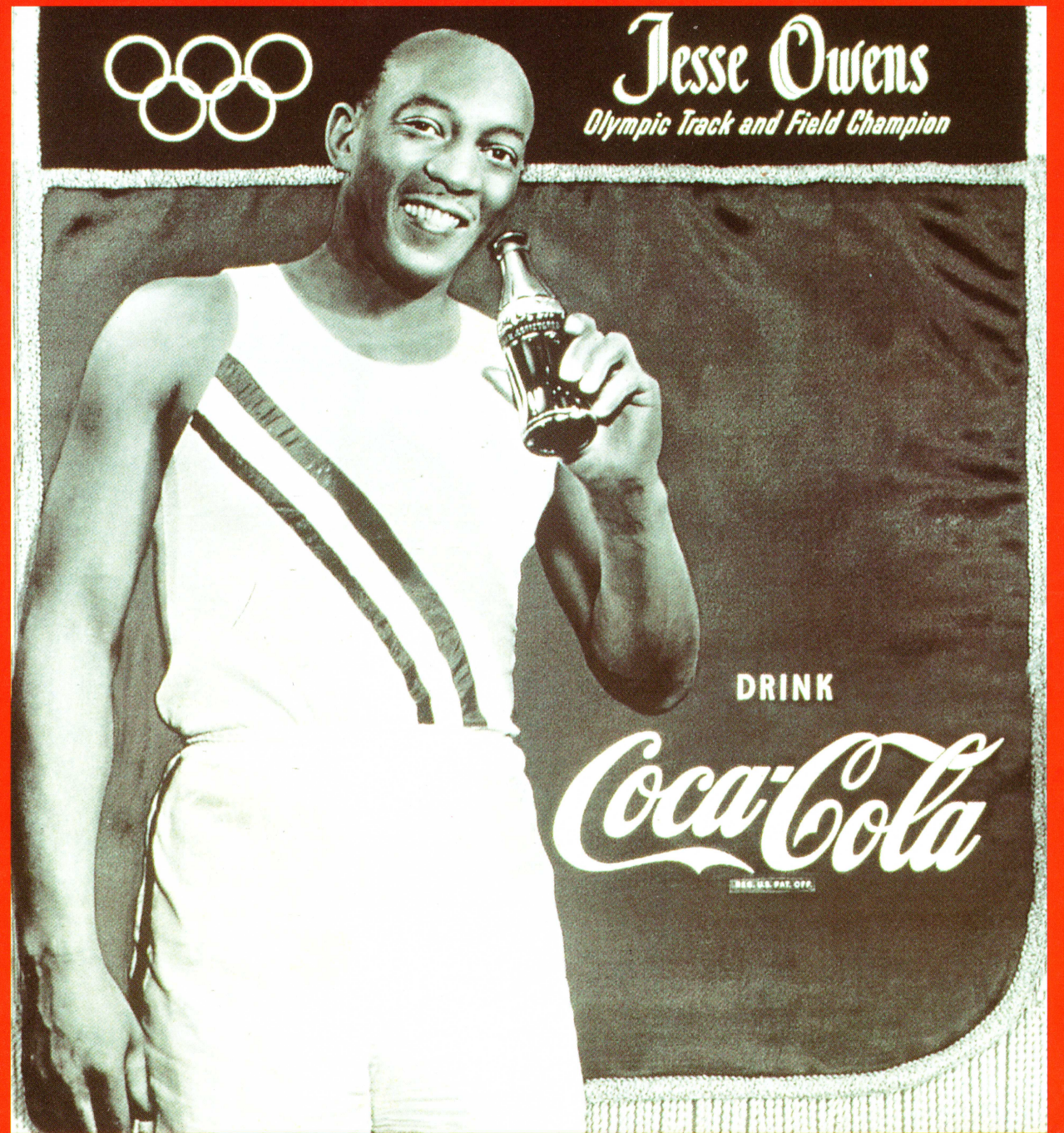
"We have been the oldest, continuous Olympic sponsor for a very good reason," said Robert C. Goizueta, chairman and chief executive officer, The Coca-Cola Company. "We believe in the same values, the same principals, and the same beliefs as the Olympic Movement."



Olympic record-keeper wheel Coca-Cola gave 105,000 spectators at 1932 Los Angeles Games.



"WE BELIEVE IN THE SAME VALUES AS THE OLYMPIC MOVEMENT."



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