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News Brief

Coke Coast Clean-Up Effort Raises \$566,000

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A “Care For Our Coast” campaign, in which the Coca-Cola Bottling Company of Southern California partnered with California State Parks and Stater Bros. Supermarkets, has raised more than \$566,000 for clean up, dune restoration, and recycling efforts along Southern California state park beaches, the partnership has announced.

The funds were generated through consumer and employee donations made in Stater Bros. stores and the bottling company’s contributing \$1 for each consumer purchase of \$10 worth of Coca-Cola soft drink or water brands.


The campaign included a cause-dedicated informational/donations site and Facebook presence, among other efforts.



This is the second year that Coca-Cola and Stater Bros. have initiated an environmental stewardship program to benefit California State Parks. Last year’s “Reforest California” campaign raised funds to plant 1 million trees in wildfire-scarred state parks. In two years, Coca-Cola and Stater Bros. have raised a total of \$1.2 million for the state’s parks.

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