

April 21, 2008 - Alison Lewis joins 4-H Council Board

FOR IMMEDIATE RELEASE

Coca-Cola Executive Joins National 4-H Council Board of Trustees

CHEVY CHASE, Md.—Alison Lewis, senior vice president of bottler sales and marketing, The Coca-Cola Company, has been elected to the National 4-H Council Board of Trustees. “We welcome Alison Lewis and her extensive experience with one of America’s most beloved brands—Coca-Cola. We look forward to the valuable insight and leadership she will bring to the National 4-H Council Board of Trustees’ work on behalf of the 4-H Youth Development movement,” said Anthony Tansimore, chairman, National 4 H Council Board of Trustees.

In her current position, Lewis leads a 300-plus person field organization in delivery of Coca-Cola’s annual business and marketing plans and manages the franchise relationships with Coca-Cola’s 70-plus bottling partners. Previously, she led all media, sports, entertainment, interactive and promotional marketing for Coca-Cola North America as senior vice president, integrated marketing. Lewis also has been vice president, Sprite & flavors brand business unit; vice president of marketing and director of brand marketing for Coca-Cola in Canada; and director of diet & adult brands and senior brand manager of Diet Coke. Prior to joining the Coca-Cola family, Lewis spent six years in various brand management positions at Kraft General Foods. Lewis has a bachelor of commerce degree from Queen’s University, Kingston, Ontario. She and her husband live in Atlanta with their three children.

“We appreciate Alison Lewis’ demonstrated vision, leadership and energy in all of her marketing roles at Coca-Cola,” said National 4-H Council President and CEO Donald T. Floyd, Jr. “We are honored to have her join the National 4-H Council Board of Trustees.”

4-H is a community of more than 6.5 million young people across America learning leadership, citizenship and life skills. National 4-H Council is the national, private sector, non-profit partner of the 4-H Youth Development Program and its parent, the Cooperative Extension System of the United States Department of Agriculture. Learn more about 4-H at www.4-H.org.

Contact:

Laura Phillips Garner
Director of marketing communications
National 4-H Council
l Garner@fourhcouncil.edu
301-961-2972