

COCA-COLA AT THE GAMES AGAIN

Coca-Cola will be the official drink of the Olympic Games in 1992.

The IOC President paid a special visit to the headquarters of the firm in Atlanta (USA), to sign the agreement with the President of Coca-Cola, Mr. Donald R. Keough. Also present on this occasion were Messrs. Josep Miguel Abad, Chief Executive Officer of COOB'92 for the Games in Barcelona and Jean-Claude Killy, Co-President of the Albertville OCOG. And so an agreement continues which dates from 1928, as it was in Amsterdam at the Games of the IXth Olympiad that the famous fizzy drink first appeared on the Olympic scene. A long-standing relationship which makes Coca-Cola by far the oldest sponsor of the Olympic Games. "Our support for Olympism is a rich tradition of which we are very proud", said Mr. Keough, stressing that the association of Coca-Cola with the Olympic Movement, of which there is no other equivalent in sport, is equally beneficial to both partners.

The American firm, which last year donated one million dollars towards the construction of the new Olympic Museum, funds a long-standing series of sports development programmes. One such example is the foundation set up to promote women's sport and which is now active throughout the world.

The agreement gives Coca-Cola the exclusive rights both to use the Olympic symbol in its advertising and promotional campaigns and also to sell fruit juices and soft drinks at the venues of the Games during the competitions, without forgetting the no less famous Olympic pins which were such a great hit last year in Calgary and Seoul.



After signing the agreement, from l. to r., Messrs. José Miguel Abad, Juan Antonio Samaranch, Donald R. Keough and Jean-Claude Killy.



Games fixed in memory: the British painter Gerry Blood came to Vidy at the beginning of March to present his opening of the Games, done in oil.