

Coke's broken promise.



Coca-Cola® will pump out an incredible 10 billion plastic bottles this year in the U.S. And most will wind up in dumps instead of the recycling bin.

Why? Because Mr. Ivester, Coke's CEO, broke his 1990 promise to use recycled plastic in Coke's plastic bottles.

Coke® is switching away from glass bottles and aluminum cans, which are made with recycled material, to plastic bottles that contain none.

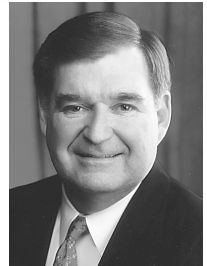
In fact, Coke® stopped using any recycled plastic at all in the U.S. four years ago, citing costs. But Mr. Ivester, who came up through Coke's finance department, should revisit those numbers.

New plastic recycling techniques approved by the FDA add just a fraction of a cent per bottle. Keeping Mr. Ivester's promise would cost Coke® no more than the stock options he was given in 1998...or just one-half of one percent of Coke's profits.

Coca-Cola® already uses recycled plastic bottles — and even refillables — in other countries. Why not here? As it is, Americans are paying the price for the billions of plastic bottles clogging our landfills and toxic pollution from plastic manufacturing.

That's why more than 150 million Americans like you take responsibility for protecting the environment by recycling every day. Mr. Ivester should, too.

Give Coca-Cola® a call at (800) 571-2653 and tell them to keep their promise to use recycled plastic — *always*. Or e-mail Mr. Ivester himself at fctc_cocacola@em.fcncbd.com.



*M. Douglas Ivester,
Coca-Cola's Chairman
and CEO. Total 1998
compensation:
\$20,469,799*



**WARNING:
THIS BOTTLE
CONTAINS NO
RECYCLED
PLASTIC.**



Learn more from the GrassRoots Recycling Network, P.O. Box 49283 Athens, GA 30604. www.grrn.org

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