



MEDIA RELEASE

Coca-Cola Canada and Canada Goose Form Partnership with the Yukon Quest to Create the Red Jacket Program

January 14, 2011 (Whitehorse, Yukon & Fairbanks, Alaska) – The Yukon Quest is pleased to announce a partnership with Coca-Cola in Canada and Canada Goose for the 2011 and 2012 races. Coca-Cola Canada and Canada Goose will be the official Finish & Awards Banquet sponsor for each of the next two years.

As part of this partnership, Coca-Cola Canada and Canada Goose will provide an exclusive Coca-Cola-branded, Canada Goose parka to the winner of the 2011 Yukon Quest. In addition to the Red Jacket program, Coca-Cola Canada will also provide a full portfolio of sparkling and still beverages for mushers along the trail to help them through to the finish line. Canada Goose will provide product for events that will help with Yukon Quest fundraising initiatives.

“Having two high profile brands join our team this year is incredible news for the race,” said Georgina Leslie, Executive Director of the Yukon Quest International, Association (Canada). “We are proud to see the partnership of three iconic brands coming together with the Red Jacket Program and Finish & Awards Banquet sponsorship.”

“The Yukon Quest is one of the two most iconic and challenging dogsled racing events in the world and our jackets, which are acknowledged to be the warmest on the planet, have been worn by many mushers as they compete in this race,” said Kevin Spreekmeester, Vice President Global Marketing for Canada Goose. “We are excited at the opportunity to partner with Coca-Cola – another global, iconic brand to support an outstanding grassroots, Canadian event.”

“Being involved in this truly unique event is the perfect platform for us to work with Canada Goose,” said Michael Samoszewski, Director of Coca-Cola Trademark Brands. “We’re proud to be providing our products to all the mushers at the Finish & Awards Banquet and helping them celebrate their moments of happiness from along the trail.”

The Yukon Quest is a 1,000 mile international sled dog race running between Whitehorse, Yukon and Fairbanks, Alaska. The 28th running of the Yukon Quest will start on February 5th, 2011 in Whitehorse, Yukon. Please visit www.yukonquest.com for up-to-date information and news on the Yukon Quest. Media interested in attending or covering the 2011 Yukon Quest are invited to register for accreditation by visiting <http://www.yukonquest.com/site/media-accreditation/>

ALASKA

550 – First Ave. Fairbanks, AK 99701
Phone: 907.452.7954 Fax: 907.452.7959
Email: yukonquest@mosquitonet.com



YUKON

#2 – 1109 First Ave. Whitehorse, YT Y1A 5G4
Phone: 867.668.4711 Fax: 867.668.6674
Email: questadmin@polarcom.com



About Canada Goose: Canada Goose is committed to producing the best extreme weather outerwear in the world. The company has been manufacturing innovative, high quality outerwear in Canada for over 50 years. From South Pole research facilities and the Canadian High Arctic to the streets of New York City, Stockholm, Milan, Toronto and Tokyo, people wear Canada Goose products because of its reputation for authenticity, quality, functionality and style. Ask Anyone Who Knows™. www.canada-goose.com

About Coca-Cola in Canada Coca-Cola in Canada operates in all ten provinces, employs 6,300 people in more than 50 facilities, including seven production facilities across Canada. We offer a wide variety of non-alcoholic brands, many of which come in no-calorie and low-calorie options. These beverages include sparkling soft drinks, still waters, juices and fruit beverages, sports drinks, energy drinks, coffees and ready-to-drink teas. We're proud to offer some of the most popular brands in Canada including Coca-Cola®, Diet Coke®, Coke Zero®, Sprite®, Fanta®, Nestea®, PowerAde®, Minute Maid®, Dasani® and vitaminwater®. Coca-Cola in Canada is represented by Coca-Cola Refreshments Canada and Coca-Cola Ltd.

-30-

For more information about the Yukon Quest, contact:

Wendy Morrison

Tel: (867) 456-7483 ext.226

communications@outsidethecube.ca

For further information about Coca-Cola, please contact:

David Moran

Tel: 416 716-8044

damoran@na.ko.com

For further information about Canada Goose, please contact:

Kevin Spreekmeester

Tel: 416-780-9850 ext. 296

kevins@canada-goose.com

ALASKA

550 – First Ave. Fairbanks, AK 99701
Phone: 907.452.7954 Fax: 907.452.7959
Email: yukonquest@mosquitonet.com



YUKON

#2 – 1109 First Ave. Whitehorse, YT Y1A 5G4
Phone: 867.668.4711 Fax: 867.668.6674
Email: questadmin@polarcom.com