

From: cher.jewhurst@gmail.com
Sent: 7/20/2009 02:43:59 PM
To: coca-cola.support@na.ko.com
Subject: Coca-Cola Web Form

Since you've closed off your general email so as not to hear from consumers, I'm coming in this way whether you like it or not.

I have been an avid Coke fan for a long time but that just ended today. After reading about the horrendous animal cruelty acts at the Cheyenne Frontier Days Rodeo and being shown YOUR banner as the Official Soft Drink of same, not only do your show company to be irresponsible in your sponsorship but also deceitful. Your website blatantly claims you don't support rodeo where no policy exists to protect animals.

Disgraceful and I will no longer use your product and will actively campaign against Coke in the future until you withdraw sponsorship of rodeos. Period.

Response:

Thank you for contacting The Coca-Cola Company, Ms. Jewhurst. We appreciate the opportunity to respond.

We apologize for any inconvenience you experienced trying to contacting us. You have reached us through our general email at the World Headquarters.

Like you, The Coca-Cola Company cares about the welfare of animals and supports their proper treatment. That is why the Company and our U.S. bottling will not sponsor events or attractions that feature animals unless the event organizers have policies and procedures in place to support the humane treatment of animals and provide ready access to quality veterinary care to protect the animals' health and safety. Additionally, the Company's trademarks may not be used to promote an event or an attraction that violates local, state or national laws or is contrary to the Company's policy and guidelines.

We hope we have addressed your concerns. If you have questions or comments in the future, feel free to contact us again.

Sheila
Industry and Consumer Affairs
The Coca-Cola Company

Response:

Dear Sheila,
With all due respect, you have not addressed my concerns and have done nothing to reassure me that Coca Cola stands by it's claims. Pictures don't lie and The Cheyenne Frontier Days event was blatantly sponsored by Coca Cola. I have a picture of the banner which states it is the official soft drink of same. During this event one horse died, another panicked and ripped through fencing and a calf was injured during the calf roping event and had to be carried off. This does not even begin to detail the acts of cruelty and exploitation that happen outside of the camera's range.

Whether this event has policies in place to prevent harm to animals is not relevant as obviously the policy isn't working. I am horrified at the cruelty of all rodeo events to animals and if Coca Cola wants to remain innocent of having contributed to these acts of cruelty, sponsorship of all rodeo regardless of harm prevention policies should be stopped immediately.

And until Coca Cola announces that policy change, I will never lay my hands on another Coke drink and will continue to give you bad press at every opportunity. Social media is a great new venue for doing just that.

Regards
Cheryl Jewhurst

Response:

Thank you for contacting our website again, Ms. Jewhurst.

Your comments are appreciated and will be shared with the appropriate management.

If you have additional questions or comments, please feel free to contact us again.