



The Danube Rivers: Let's Use Them – Not Abuse Them

International Danube Day, 29 June 2008

VIENNA, 27 June (UN Information Service) – The ecological, sustainable use of water resources for the long-term benefit of people, businesses, industries, and entire communities is the focus of the 5th annual Danube Day on 29 June.

The event, to be celebrated by people in all 14 major countries through which the Danube and its tributaries pass, will emphasise the connection between the countries and the water conservation interests of all inhabitants. The theme for 2008 is “The Danube Rivers: Let's Use Them – Not Abuse Them”.

Danube Day is coordinated by the International Commission for the Protection of the Danube River (ICPDR). Numerous governmental and non-governmental institutions throughout the Danube River Basin will present education and entertainment programmes that include awareness-raising festivities, river clean-ups, competitions, workshops, conferences and special events for young people.

Danube Day is also supported through the Green Danube Partnership which was formed by Coca-Cola Hellenic, The Coca-Cola Company and the ICPDR in 2005. In June, the Green Danube Partnership opened the opportunity for more companies to finance and participate in ICPDR water protection efforts by launching the Business Friends of the Danube.

“Since the beginning of mankind we have been using the resources of the Danube River Basin for our nutrition, as a mode of transport, to produce electricity – and much more”, said Philip Weller, Executive Secretary of the ICPDR. “But now more than ever we are conscious of the limitation of natural resources. To ensure the Danube continues as the European Lifeline for future generations we need to take actions to protect it and to reduce water pollution.”

Sir Michael Llewellyn-Smith, Board Director of Coca-Cola Hellenic, and Chairman of its Corporate Social Responsibility Committee, said: “In order to preserve water resources for current needs, and tomorrow's, it is vital that members of the business community play a role. We invite other companies to join us in placing water protection at the top of their agenda in order to ensure sustainable development in the communities we serve.”

Danube Day commemorates the anniversary of the signing of the Danube River Protection Convention in Sofia, Bulgaria, in 1994, and has grown each year to become the largest river festival in the world.

This year, many thousands of people are expected to participate in activities. Highlights include the simultaneous blowing of river boat horns along the entire length of the Danube at



precisely 2 p.m. CEST, as well as the continuation of the popular Danube Art Master school competition which, in 2007, attracted 4,000 students whose water-themed artworks were displayed along the river banks.

Celebrations are extended beyond Danube countries. The Global Water Partnership for Central and Eastern Europe has invited representatives from the Danube countries attending the World EXPO 2008 in Zaragoza in Spain, which focuses on water and sustainable development, to mark the occasion by joining together in dancing the Blue Danube Waltz.

To find out more about the numerous Danube Day events, please visit: <http://www.danubeday.org>

* * * * *

For further information:

ICPDR: Ms. Jasmine Bachmann ICPDR's website is located at: www.icpdr.org	Tel: +43 1 26060 4373 Mob: +43 676 845 200 220 Email: jasmine.bachmann@unvienna.org
Coca-Cola Hellenic: Ms. Ulrike Gehmacher Coca-Cola Hellenic website is located at: www.coca-colahellenic.com	Tel: +43 1 66171 2104 Mob: +43 664 6110186 Email: ulrike.gehmacher@cchellenic.com
The Coca-Cola Company: Ms. Ulrike Ebert Coca-Cola's website is located at: http://www.thecoca-colacompany.com/	Tel: +32 2 553 2086 Mob: +32 473 846 825 Email: uebert@eur.ko.com

Note to the Editor:

Danube Day

Danube Day is an international day honouring the Danube and the rivers that flow into it, paying tribute to the vital role they play in providing water, food, power, recreation and livelihood. Held on 29 June, Danube Day marks the anniversary of the signing of the Danube River Protection Convention in Sofia, Bulgaria, on 29 June 1994.

Danube Day raises awareness about the Danube Rivers through huge festivals on the riverbanks plus public meetings, educational events. Moreover, it is paying tribute to the Danube Rivers, the people, and the progress that has been made.

Danube Day demonstrates the need for countries and organizations to join forces and work together. Celebrating Danube Day helps to ensure that the Danube and its tributaries are protected, to be used and enjoyed by generations to come.



More information about Danube Day events in each of the 14 countries, visit: www.danubeday.org

ICPDR

The ICPDR (International Commission for the Protection of the Danube River) is an international organization consisting of 13 cooperating states and the European Union. Since its establishment in 1998, it has grown into one of the largest and most active international bodies engaged in river basin management in Europe. Its activities relate not only to the Danube River, but also the tributaries and ground water resources of the entire Danube River Basin.

The ultimate goal of the ICPDR is to implement the Danube River Protection Convention, and make it a “living” instrument. Its mission is to promote and coordinate sustainable and equitable water management, including conservation, and improvement and rational use of waters for the benefit of the Danube River Basin countries and their people. The ICPDR pursues its mission by making recommendations for the improvement of water quality, developing mechanisms for flood and accident control, agreeing on standards for emissions and by assuring that these measures are reflected in the Contracting Parties’ national legislations and are applied in their policies.

More information: www.icpdr.org

Coca-Cola Hellenic Bottling Company S.A.

Coca-Cola Hellenic Bottling Company S.A. is one of the world’s leading providers of non-alcoholic beverages, and one of the largest bottlers of products of The Coca-Cola Company. Headquartered in Athens, Coca-Cola Hellenic serves a population of 550 million people in 28 countries. The company is listed on the Athens, London, New York and Sydney stock exchanges. For more information about Coca-Cola Hellenic, please visit our website at www.coca-colahellenic.com.

The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola, recognized as the world's most valuable brand, the Company markets four of the world's top five soft drink brands, including Diet Coke, Fanta and Sprite, and a wide range of other beverages, including diet and light soft drinks, waters, juices and juice drinks, teas, coffees and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1.3 billion servings each day. For more information about The Coca-Cola Company, please visit our website at www.thecoca-colacompany.com.