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# Georgia Southern University and Coca-Cola Seal Refreshing Deal

JULY 31, 2014



*Renewed relationship between University and Coca-Cola to include funding for student scholarships, academic programs, athletics and sustainability collaboration*

Georgia Southern University and the [Coca-Cola Company](#) sealed a multi-year deal, allowing the world's number one beverage company to continue to be the exclusive beverage provider for the University and [Georgia Southern Athletics](#).

In addition to keeping Georgia Southern students, faculty and staff refreshed, Coca-Cola will help fund new scholarships, ranging from \$500 to \$6,000. Coca-Cola also will support academic and athletic programs and collaborate with the University on sustainability initiatives.

"Providing students the ability to receive a solid education at Georgia Southern University is of the upmost importance for our University," said Georgia Southern University President Brooks

Keel. "Coca-Cola also has a strong commitment to education. The company's support of scholarships at Georgia Southern will make a critical impact on current and future Eagles."

"In addition to merit and leadership scholarships, this funding will allow Georgia Southern to provide a double match for the Governor's REACH scholarship program. Providing expanded scholarship opportunities is extremely important to Georgia Southern," said Keel. "With this support from Coca-Cola, we're building a stronger academic future for our students."

The REACH Scholarship program is a needs-based mentoring and scholarship program developed by Georgia Governor Nathan Deal, to ensure Georgia's low-income students have the academic, social and financial support needed to access college and achieve post-secondary success.

"Georgia Southern has more than 20,500 students on campus purchasing products at athletic events, vending machines and dining services, and the campus continues to grow," said Robert Whitaker, vice president for Business and Finance. "This, among other attributes, has opened the door for this partnership with Coca-Cola, allowing the University to sign the largest sponsorship deal in the University's history."

"Georgia Southern has gained increased national exposure for its academic and athletic achievements; including the move to the Football Bowl Subdivision and Sun Belt Conference," said Keel. "As a result, the value of our brand has increased exponentially. The deal with Coca-Cola is an example of the strength of Georgia Southern."

Coca-Cola will also work with Georgia Southern on sustainability and green initiatives by providing environmentally sensitive programming, including recycling options – a key aspect of the deal since students recently voted to increase student fees by \$10 to cover sustainability efforts across campus.

"The Coca-Cola Company has an unwavering commitment to education – a key element for socioeconomic development," said Pamela Stewart, vice president, East Region Sales Foodservice & On Premise, Coca-Cola Refreshments. "Coca-Cola joins Georgia Southern University to further opportunities for students while on campus and in their futures. We also will collaborate on implementing sustainability initiatives at Georgia Southern that will benefit us all."

Coca-Cola also will develop customized marketing initiatives to further expand the University's brand recognition in the Savannah and Atlanta markets as part of Coca-Cola's regional football marketing campaign.

Faculty, staff and students will begin seeing the benefits of this relationship beginning in the fall with new signage, fountain outlets and products in Dining Commons, Russell Student Union, Allen E. Paulson Stadium and other areas on campus.