



B A S M A A

Project: Coca-Cola Promotion

Description: Work with Coca-Cola to do a promotional campaign using cans of Diet Coke and Sprite to carry a graphic and message on stormwater pollution prevention to consumers. The cans included the 1-888-BayWise phone number for Bay Area residents to call for more information and a second 800 number for non-Bay Area residents in northern California.

FY: 96/97

Overseer: Public Information / Participation Committee

Contracting

Agency: Marin County Stormwater Pollution Prevention Program

Contractors: Coca-Cola

Budget: \$0

Status: Done

Deliverable(s): 26 million cans of Diet Coke and Sprite with a stormwater graphic, message, and toll-free phone numbers (April 1997)
