



## MEDIA RELEASE

### Coca-Cola Peninsula Beverages new hydration partners for the Slave Route Challenge

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Coca-Cola Peninsula Beverages (CCPB) is pleased to announce its association with one of Cape Town's most historically significant athletics races, the Slave Route Challenge 2017. The iconic race which takes athletes past noteworthy historic sites in and around Cape Town, is now partnered with an iconic beverage brand that will keep runners and walkers hydrated along the Half Marathon, 10 km and 5 km routes. All refreshment stations will be well stocked with Coca-Cola and water, ensuring that athletes remain comfortable and hydrated, able to compete at peak performance levels throughout the Challenge.

"We are thrilled to provide our world class brand and unmatched logistical support to the runners and walkers of the Slave Route Challenge," says Priscilla Urquhart, Public Affairs and Communications Manager at CCPB. "We have a long history of keeping athletes well hydrated on many of Cape Town's top road races and it is an honour to be associated with such a significant and historic race that seeks to raise awareness of our city's rich heritage," concludes Urquhart.

Farouk Meyer, Slave Route Challenge Race Director says, "There is a lot of work that goes on behind the scenes to prepare for the race, and a key part is ensuring that the logistics are well planned and executed to ensure we keep the runners fully hydrated during and after the event. Coca-Cola Peninsula Beverages, as a Partner, brings years of Special Event's experience to the Slave Route Challenge."

For more information about Coca-Cola Peninsula Beverages (CCPB), visit <http://www.peninsulabeverage.co.za/> or contact 021 936 5500.

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Released by Reputation Matters  
Media contact:  
Winet Fourie  
[winet@reputationmatters.co.za](mailto:winet@reputationmatters.co.za)  
081 412 5680

**Note to editor:** Coca-Cola Peninsula Beverages (CCPB) is the local bottler and distributor of the products of the Coca-Cola Company in the Western and Northern Cape. Products and brands include Coca-Cola, Sprite, Fanta, Stoney, Appletiser, Powerade, Bonaqua, Glaceau, PowerPlay and Monster amongst others. CCPB has been operational for 77 years, having first opened for business in 1940. Their state of the art bottling facility is based in Parow Industria, with distribution centres in Athlone, Worcester and Koelbly. For more information visit [www.peninsulabeverage.co.za](http://www.peninsulabeverage.co.za).