



Emancipatie Blvd. Dominico F. "Don" Martina 3 • Curaçao • Tel. (5999) 461-3311 • [info@cocacola.cw](mailto:info@cocacola.cw)

## **PRESS RELEASE - FOR IMMEDIATE RELEASE**

### **Coca-Cola Launches "Score with Coca-Cola" FIFA World Cup 2026 Campaign on Curaçao and Bonaire**

Willemstad, Curaçao – The Curaçao Beverage Bottling Company, better known as Coca-Cola Curaçao, has officially launched its "Score with Coca-Cola" FIFA World Cup 2026 campaign, marking the start of an island-wide football promotion at a historic moment for Curaçao football.

As a brand that has been connected to football and FIFA for more than five decades, Coca-Cola is participating in this journey on Curaçao and Bonaire through a consumer campaign, focused on participation and shared experiences.

#### **Campaign Structure**

The "Score with Coca-Cola" campaign is designed to be accessible and easy to participate in. Consumers can enter the promotion by submitting unique codes found under the caps of participating Coca-Cola products.

#### **Grand Prizes and Raffle Structure**

To mark Curaçao's road to the FIFA World Cup 2026, the campaign features three major raffle moments. Each raffle includes one grand prize consisting of two tickets to a FIFA World Cup 2026 match featuring Curaçao versus Germany in Houston, USA, combined with a fully organized travel and hospitality package.

The total value of each prize package is USD 13,500. In addition there are three other raffles, these include three VISA gift cards worth XCG 1,000 each and three televisions.

Raffle draws for tickets to the World Cup will take place on March 31, April 15, and April 30. The other raffles are on May 30, June 30 and July 15. Participants from both Curaçao and Bonaire are eligible to win.

#### **Over 55.000 Instant Prizes**

In addition to the raffle prizes, the campaign includes more than 55,000 instant prizes. Coca-Cola will distribute over 22,000 instant rewards, including footballs, sports bags, reusable cups, drawstring bags, and free drinks. Campaign partner McDonald's will provide an additional 33,000 instant prizes, including free fries, drinks, and cheeseburgers.

#### **How to Participate**

Codes can be found under the caps of participating locally produced Coca-Cola products, including Coca-Cola, Coca-Cola Zero Sugar, Sprite, Sprite Zero Sugar, Criollita, and Fria, in selected 12oz, 20oz, 1L, and 2L formats.

After a one-time registration, participants submit their code via WhatsApp at number +5999 5603311. Each code results in an entry into one of the raffle draws with a chance to win one of the 55.0000 instant prizes

Participation is open to consumers aged 18 and older.



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### **Local Partnerships**

The campaign is supported by local partners, including McDonald's and Sambil Shopping Center, which will host the official redemption center and viewing parties during the campaign period.

### **Official Kick-Off in Sambil Shopping Center**

The campaign was officially launched during a press event at the Coca-Cola redemption center in Sambil Shopping Center. During the event, members of the press were introduced to the campaign mechanics and the instant prizes, which were presented for the first time. The prizes were presented by the Excellence soccer team, emphasizing the importance of ladies soccer.

"Football has the unique power to unite people across generations and communities," said Myrthe George-Verhulst, Marketing and PACS Manager at Coca-Cola Curaçao. "With Curaçao on the road to the FIFA World Cup 2026 for the first time in history, this campaign marks a milestone moment for our players, fans, and the Curaçaoan community, both locally and abroad."

Campaign partner McDonald's highlighted the value of its long-running collaboration with Coca-Cola. "Our partnership with Coca-Cola spans over 70 years and is built on shared values around connection, enjoyment, and experiences," Mrs. Jennifer Poulina, Director of Operations of McDonald's said. "Being part of this campaign is a natural continuation of that relationship."

Mr. Ludwig Alberto, board member of Federashon Futbòl Kòrsou emphasized the importance of long-term partnerships in professional football. "Professional football cannot exist without strong partnerships," the federation stated. "Coca-Cola has been connected to football for decades, and that long-standing commitment plays an important role in supporting the sport at both local – and international levels."

As the host location, Mrs. Xandra van Hutten, representing Sambil, underlined its role as a central meeting place on the island. "Sambil is a place where people come together every day," the shopping center stated. "Hosting the official kick-off and redemption center reflects the strong connection between Coca-Cola, our visitors, and the Curaçao community."

### **Donation**

As a surprise, Coca-Cola gifted the Curaçao Football Federation (FFK) 100 soccer balls as part of its commitment to supporting sports and our community. This donation is intended for FFK members, with the goal of giving every footballer in Curaçao more opportunities to play, train, and enjoy their favorite game across the island, inspiring movement and greater passion for local football.

More information about the promotion is available via the social media channels of Coca-Cola Curaçao & Bonaire ([Facebook.com/CocaColaCuracaoBonaire](https://www.facebook.com/CocaColaCuracaoBonaire)) and at [www.cocacola.cw](http://www.cocacola.cw).