

## Coca-Cola and Arca Continental announce their 2018 Christmas Caravan

- The Coca-Cola Caravan will tour across Guadalajara, Nogales, Mexicali, Chihuahua, and Monterrey, all of which are territories served by Arca Continental.
- The trip will begin in Chiapas on November 28th, and will culminate in Mexico City on December 22nd.

Monterrey, Mexico, November 26th, 2018.- **Arca Continental**, as part of the Coca-Cola Mexican Industry, announced the arrival of the traditional **Coca-Cola Caravan. The 10-city tour across the country will showcase 8 floats, a lights show, close to 60 dancers, and its famous Santa.**

This edition of the Caravan, which will be enjoyed by hundreds of Mexican families, **is inspired by the Coca-Cola #SeamosSanta (let's be Santa) campaign aimed at motivating people to spread the Christmas spirit** with small actions suggested in our holiday packaging such as: "How about reconnecting with your family?", "How about sharing a positive thought on your social networks?", "How about meeting with your friends?", among others. **The holiday messages are included on all Coca-Cola Zero Sugar, Coca-Cola Original, and Coca-Cola Light presentations.**

Additionally, as part of the holiday festivities, matte-finished special edition cans decorated with **Santa Claus** and polar bear designs will be available to consumers. Through different promotions, consumers will be able to put together the **Coca-Cola** sleigh—formed by four collectible pieces—which is led by Santa and his reindeer, accompanied by polar bears.

**The 2018 Coca-Cola Caravan tour will reach the country's southern, central, and northern regions, for a total of 10 cities visited.**

- **Tuxtla Gutiérrez:**

Wednesday, November 28th

- **Colima:**

Sunday, December 2nd

- **Guadalajara:**

Tuesday, December 4th

- **Tepic:**

Thursday, December 6th

- **Tijuana:**

Sunday, December 9th

- **Mexicali:**

Tuesday, December 11th

- **Nogales:**

Thursday, December 13th

- **Chihuahua:**

Sunday, December 16th

- **Monterrey:**

Wednesday, December 19th

- **Iztapalapa:**

Saturday, December 22nd

**Arca and Coca-Cola de México extend an invitation to the community as a whole to participate in this family event and enjoy the show.**

# #SeamosSanta

