



**Thanks to BIG Cola...**

**The winners have won a giraffe and will travel to Africa to adopt a giraffe**

- *The winners have been rewarded for thinking BIG with BIG Cola*
- *They will travel in February to Nairobi (Kenya) to meet and adopt a giraffe.*
- *In addition, they will take part in a 1-minute mini-segment aired on Animal Planet.*

**Madrid, 14.01.2014.** All the winners of BIG Cola's "Win a Giraffe" promotion will be able to fulfill a dream: to travel to Africa to adopt a giraffe.

In February, the winners will travel with a companion to Nairobi (Kenya) and enjoy the unforgettable experience of adopting a giraffe at Nairobi's Giraffe Center. There, they will be able to personally feed the giraffe and enjoy an exciting safari through the Masai Mara National Reserve.

BIG Cola has selected the Rothschild giraffe, considered the tallest living terrestrial animal, as the "hero" of this campaign. Currently, it's one of the most endangered species of giraffes, with only a few hundred specimens worldwide. For this reason, the Nairobi Giraffe Center and Big Cola have united for the noble cause of protecting the Rothschild giraffe.

In addition, the winner will be part of a 1-minute mini-segment, produced and aired by Animal Planet, which will describe their experience. Animal Planet is the



world's only entertainment brand that offers comprehensive, informative and high quality content dedicated completely to the animal world.

According to the winner, Satrio Wicaksono from Indonesia, *'I still cannot believe I'm going to Africa to meet the giraffe. This really is thinking BIG. I want to thank BIG Cola for making my dream come true, and all those who have helped make this possible, having supported me to win this grand prize'*

According to Jorge López-Dóriga, Chief Marketing Officer at AJE, *'We are very enthusiastic with the response to this promotion. Also, we are proud to support a cause as important as the conservation of a protected species such as the Rothschild giraffe, through our BIG Cola brand''*.

#### **About AJE**

AJE is one of the largest multinational beverage companies, with presence in more than 20 countries in Latin America, Asia and Africa, and with 15,000 direct and indirect employees. Globally, AJE is the 10th largest soft drinks company in sales volume and the 4th largest producer of carbonated soft drinks (source: Euromonitor, 2011). With a strong commitment to "democratizing consumption," AJE reaches out to new consumer groups and provides them with access to high quality products at fair prices. In addition to its flagship brand, BIG Cola, AJE's product portfolio is complemented with brands such as Cielo, Cifrut, Pulp, Sporade and Volt in the categories of water and juices, as well as hydrating and energy drinks. AJE's vision is to be one of the top 20 multinational companies by the year 2020. For more information, please visit: [www.ajegroup.com](http://www.ajegroup.com) / [www.facebook.com/global.bigcola](https://www.facebook.com/global.bigcola)

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