

Coca-Cola ‘Happiness Ambassadors’ visit Barbados in search of a record 206-country journey

ON THURSDAY, JANUARY 14TH, Barbados hosted a team of three young people as part of Coca-Cola worldwide’s project adventure dubbed ‘Expedition 206.’

‘Expedition 206’ is an unprecedented 365-day journey to 206 countries and territories where Coca-Cola is sold. The team of Tony Martin, 30, a kindergarten teacher in Munich, Germany; Kelly Ferris, 23, a university student from Brussels, Belgium; and Antonio Santiago, 24, a university student from Mexico City, Mexico have one mission: to seek out and document what makes people happy around the world.

During their world wind visit to Barbados, the trio interviewed Barbadians from all walks of life as they travelled through Silver Sands and Oistins in Christ Church, as well as Bridgetown, to document what makes Barbadians happy.

Barbados’ Coca-Cola Brand Manager **Clifford Gooding-Edghill** said, “Although their visit to the island was short, it does not take long for the ‘magic’ of Barbados to make its impact and Tony, Kelly and Antonio were very impressed with the island and its people. They particularly enjoyed surfing with local champion **Brian ‘Action Man’ Talma**. One of the Ambassadors has even expressed an interest in moving to the island.”

Local Coca-Cola bottler, the Barbados Bottling Company also presented the team with the official Barbados Happiness bottle which was designed by BHL Group employee and artist **Matthew Clarke**. The bottle will join the Expedition 206 bottle collection and become a lasting legacy exhibit at World of Coke in Atlanta, USA.

Shay Drohan, senior vice president of sparkling beverages, The Coca-Cola Company said, “Coca-Cola, enjoyed by people in more than 200 countries, has always tried to express a positive view of the world. Expedition 206 gives us an opportunity to celebrate that optimism and happiness on a global scale in a very personal way. Sharing stories about what makes people happy is a unique way we are bringing our ‘Open Happiness’ campaign to life.”

Barbados was the team’s 11th stop in their 275,000-mile journey. Barbadians can follow the team on www.Expedition206.com, Facebook, Twitter, YouTube, Flickr and other sites in real-time throughout their journey.

The trio’s journey concludes on December 31, 2010, at the World of Coca-Cola museum in Atlanta. If the team sticks to the ambitious itinerary, they will set a new world record for most countries visited in a year.



PIX CAPTION:
(L-R) Coca-Cola Happiness Ambassadors Antonio Santiago, Tony Martin and Kelly Ferris discussing the design of Barbados’ official happiness bottle with creator, BHL Group employee Matthew Clarke.