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NEWS RELEASE

Heartland Coca-Cola Bottling Company Donates to United Way's #KCStrong Fund

LENEXA, KS - As our Kansas City communities recently celebrated the Chiefs' victory at the parade, our joy was marred by senseless acts of violence that occurred at the end of the event. It is imperative for us to unite in times of both celebration and tragedy, standing together to offer support. At Heartland, one of our fundamental values is to actively engage as positive influencers within the communities where we operate, serve, and live. Heartland initiated contact with our local United Way partner following the incident. As we discussed what was possible, it became clear we had an opportunity to live up to our stated value to support our community. Thus, Heartland is making a \$100,000 donation to the United Way #KCStrong Fund, which is now over \$1 Million donations strong.

"On behalf of myself and the entire Heartland Coca-Cola team, we extend our heartfelt sympathies to all those affected by these distressing events in Kansas City," **said Chuck Wyant, President and COO, of Heartland Coca-Cola.** "Our Heartland family is deeply invested in our communities because they are home to our employees and customers. We are happy to be a part of business organizations supporting the #KCStrong efforts."

The path forward to healing and restoration becomes clearer as we united to understand what is required. We have full confidence in the United Way to allocate the #KCStrong Fund resources effectively by aiding the victims and their families first and foremost, bolstering violence prevention and recovery initiatives, including vital mental health support services, and helping our first responders and law enforcement teams.

As your local hometown Coca-Cola bottler in the Greater Kansas City area, the commitment to our communities runs deep and we are here to help. If you're interested in joining Heartland and numerous other outstanding companies and individuals who are actively making a positive impact, please visit the #KCStrong website through the end of March by clicking [here](#).

About Heartland Coca-Cola Bottling Company

Based in Lenexa, Kan., Heartland Coca-Cola Bottling Company, LLC was founded in early 2017 by successful former NBA professional and business leader Junior Bridgeman. Bridgeman's longstanding connection to Coca-Cola and the Midwest began 30 years earlier during his NBA career, when he volunteered at basketball clinics sponsored by the company. His partnership with Coca-Cola continued as he built several notable restaurant franchise operations and led to the establishment of Heartland Coca-Cola Bottling Company. Today, Heartland is an anchor Coca-Cola bottler in the Midwest, proudly serving

over 25,000 customers across Kansas, Missouri, and Illinois. The Bridgeman family's founding principles guide the organization's daily operations: putting people first by creating a culture of value and inclusion; connecting with and serving its local communities; and providing the highest quality products and service to its customers and consumers. For more information on the company, please visit www.heartlandcocola.com.