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Georgia Businesses, Celebrities Lend Their Voices to Early-Voting Campaign

Teams of creative experts from The Coca-Cola Company developed, produced campaign to help get out the vote in Georgia.



(ATLANTA) — Unlike 2020, early voting is easy. Georgians across the state will start seeing and hearing that message on radio, broadcast TV, billboards, bus shelters and social media to bring awareness and to encourage people to vote early and in person from October 12 through October 30.

Delta CEO Ed Bastian, Atlanta Hawks star Cam Reddish, Coca-Cola Executive Pam Stewart, The Gathering Spot CEO and Co-Founder Ryan Wilson, and Tiny Door Creator Karen Anderson Singer are featured voices in a film spot that is part of a larger campaign promoting early, in person voting. The Coca-Cola Company tapped their internal creative agency – KO:OP – to create and produce the campaign, in addition to donating media space to get out the message.

“Our team is thankful to our partners GAVotingWorks, Coca-Cola, Delta Airlines, and the many other companies that have stepped up to help elections in Georgia run smoothly,” said Secretary of State Brad Raffensperger. “Seeing the private sector pitch in to support elections in Georgia is a true embodiment of the American spirit. From the beginning, democracy in America has been about hearing from every sector of society, and Georgia’s business community is no exception to that.”

“Coca-Cola is proud to lend our voice – and our resources – to support GaVotingWorks as the Georgia business community comes together to support voter participation and, in particular, emphasize the importance of early voting,” said Danielle Henry, Group Director Integrated Content, Coca-Cola North America. “The Coca-Cola Company is proud to have announced that this year all U.S.-based employees

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will have Election Day 2020 as a paid company holiday to provide extra time and flexibility for our teammates to vote, volunteer and support campaigns and elections in their local communities.”

“It is rare that a brand like Coca-Cola would share its creative talent and resources with other companies and organizations to use. It also is remarkable to have these Georgia leaders come together to galvanize their employees and communities in this election,” said Founder of GaVotingWorks Betsy Armentrout.

Heather Bell who leads the creative team at KO:OP added, “GaVotingWorks is a non-partisan grass roots organization founded by two women whose mission aligned with the values and desire of our employees to ensure a secure, safe and accessible election experience. Early voting in person is a huge part of that, and Coca-Cola is excited to be able to use our people and resources to promote that message.”

“With Election Day right around the corner, it has never been more important to make sure Georgia residents have the information and resources they need to cast their ballot,” said Jeff Davidman, Vice President, State and Local Government Affairs, Delta Air Lines. “We’re proud to participate in the GAVotingWorks campaign. In addition to these efforts, Delta is conducting robust Get Out the Vote efforts to help ensure Delta people and customers have the information they need to exercise their right to vote.”

“Early voting is simple, and it’s important that we know all of our options on when and how we can vote this year,” said Cam Reddish, player for the Atlanta Hawks. “I encourage all Georgia residents to get out and vote early. I’m proud to partner with GAVotingWorks to make sure all of our voices are heard this election year.”

To further share the early voting message, GAVotingWorks is partnering with Atlanta Influences Everything, a brand focused on combining civic, corporate and cultural understanding to harness the influence of Atlanta culture to do good and connect communities, to create a capsule collection around this message, titled “Your Vote Influences Everything.”

GaVotingWorks, a non-partisan organizing effort to engage businesses in election preparedness and voter education, has been collaborating with dozens of influential and far-reaching Georgia companies for the past two months to support Secretary of State Brad Raffensperger’s office.

Participating Georgia companies in GaVotingWorks include: AKQA, AT&T, The Atlanta Hawks, The Coca-Cola Company, Corporate Volunteer Council, Cox Enterprises, Delta Air Lines, Dominion Voting Systems, Gas South, The Home Depot, ICP International, IHG, The Lola, Mercedes Benz USA, NCR, Parkmobile, Roadie, Southwire, UPS, Workday and YMCA Metro Atlanta.

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About GaVotingWorks

GaVotingWorks is a non-partisan effort to convene Georgia businesses for employee engagement in elections. As a community organizing initiative, GaVotingWorks focuses on collaboration with Georgia businesses to help their employees engage in the voting process and help the state with voter education, early voting demand, and workers and supplies for polling locations. GaVotingWorks has a free tool kit for employers of every size who wish to find information to support employees at <https://gavotingworks.org/business-voting-toolkit>.

Georgia is recognized as a national leader in elections. It was the first state in the country to implement the trifecta of automatic voter registration, at least 16 days of early voting (which has been called the “gold standard”), and no excuse absentee voting. Georgia continues to set records for voter turnout and election participation, seeing the largest increase in average turnout of any other state in the 2018 midterm election and record primary turnout in 2020, with over 1.1 million absentee by mail voters and over 1.2 million in-person voters utilizing Georgia’s new, secure, paper ballot voting system.

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