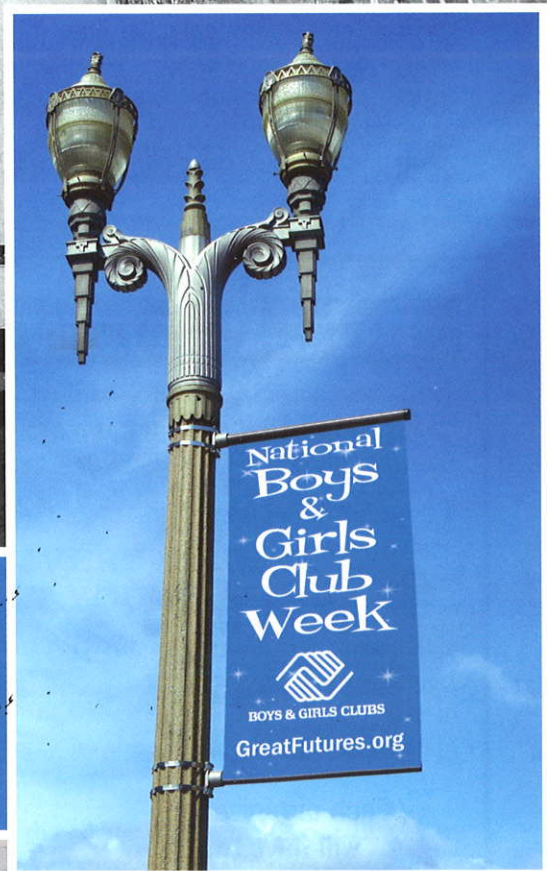


# THE MORE THINGS CHANGE ...



DRINK **Coca-Cola** IN BOTTLES

6-K-189  
TRUCK-1948-OHIO



## National Boys & Girls Club Week

For 80 years, National Boys & Girls Club Week has provided an opportunity to celebrate and increase awareness of the invaluable work Clubs do for kids. Back in the day, promotions tended to be more rudimentary, such as this 1948 advertisement on a Cincinnati delivery truck.

Communications have come a long way since then. Nowadays, coordinated national promotions help unite our 4,000 Clubs as a Movement. In Atlanta, for example, banners raising public awareness adorned the city's busy streets throughout this year's Club Week.

Regardless of the medium, the message of National Boys & Girls Club Week remains the same: Boys & Girls Clubs help young people to build great futures.

