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COCA COLA CO
Form 8-K
February 20, 2004

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of
the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported):
February 19, 2004

THE COCA-COLA COMPANY
(Exact name of Registrant as specified in its charter)

Delaware	001-02217	58-0628465
(State or other	(Commission	(IRS Employer
jurisdiction	File Number)	Identification No.)
of incorporation)		

One Coca-Cola Plaza	
Atlanta, Georgia	30313
(Address of principal executive offices)	(Zip Code)

Registrant's telephone number, including area code: (404)676-2121

Item 5. Other Events and Regulation FD Disclosure

Attached as Exhibit 99.1 and incorporated herein by reference is a copy of a press release of The Coca-Cola Company, dated February 19, 2004, regarding Douglas N. Daft's retirement plans and transition process.

Attached as Exhibit 99.2 and incorporated herein by reference is a copy of a press release of The Coca-Cola Company, dated February 19, 2004, regarding the election of Donald R. Keough as a Director.

Item 7(c). Exhibits

Exhibit 99.1	Press Release of The Coca-Cola Company, dated February 19, 2004, regarding Douglas N. Daft's retirement plans and transition process.
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Exhibit 99.2 Press Release of The Coca-Cola Company, dated February 19, 2004, regarding the election of Donald R. Keough as a Director.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

THE COCA-COLA COMPANY
(REGISTRANT)

Date: February 19, 2004

By: /s/ Sharon R.B. Case

Sharon R.B. Case
Vice President and
Deputy General Counsel

Exhibit Index

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Exhibit 99.2	Press Release of The Coca-Cola Company, dated February 19, 2004, regarding the election of Donald R. Keough as a Director.