



## **TaB Drinkers Looking for Participation in Card Shower Campaign for TaB Soda's 60th Birthday**

**ATLANTA - July 25, 2023 - [PRLog](#)** -- The SaveTaBSoda Committee, a nonprofit organization of passionate TaB soda fans, is launching a card shower campaign to celebrate the 60th birthday of the iconic TaB soda and to urge Coca-Cola to bring it back to market.

The committee is asking for help from consumers everywhere who miss the distinctive taste and those retro pink cans. They are inviting them to send 60th birthday cards to their post office box, expressing their enthusiasm and appreciation for the soda and their desire to see it return.

The card shower campaign is part of the committee's ongoing efforts to save TaB soda from extinction, after Coca-Cola announced in October 2020 that it would discontinue the product as part of a global portfolio rationalization.

The committee has been advocating for the return of TaB through social media, online petitions, letter writing, phone calls, and email campaigns. They even sponsored digital billboards in Coca-Cola's home city of Atlanta to bring their request directly to Coca-Cola.

The committee plans to deliver all the cards they receive to Coca-Cola in person when they visit Atlanta in their first in-person event in October 2023. The event will coincide with the 60th anniversary of TaB soda, which was introduced by Coca-Cola in 1963 as its first sugar-free diet cola.

The committee hopes that the card shower will show Coca-Cola how much TaB soda means to its loyal fans and how much they want it back. They also hope that it will generate media attention and public awareness for their cause.

"Clearly, TaB is different from the rest of the products eliminated from the Coca-Cola portfolio. It's a brand that consumers legitimately connected with. Even three years later we are not giving up on TaB soda, and we want Coca-Cola to see that," said Jenny Boyter, Vice President of the SaveTaBSoda Committee. "We believe Coca-Cola and its bottling network have so much to gain by making the product available to those consumers who would like to purchase it once more."

Anyone who wants to participate in the card shower campaign can send their 60th birthday cards for TaB soda to:

**Save TaB Soda Committee**

**PO Box 551033**

**Atlanta, GA 30355**

The deadline for sending cards is September 30, 2023.

For more information about the SaveTaBSoda Committee and their activities, visit their website at [www.savetabsoda.com](http://www.savetabsoda.com) or follow them on Facebook.

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