



Media Relations Department  
P.O. Box 1734, Atlanta, Georgia 30301  
Telephone (404) 676-2121

**FOR IMMEDIATE RELEASE**

**Media Contact:** Petro Kacur  
The Coca-Cola Company  
+1 404-676-2683  
[pressinquiries@na.ko.com](mailto:pressinquiries@na.ko.com)

**COCA-COLA SCORES GLOBAL HIT WITH CAMPAIGN ANTHEM  
BY K'NAAN FOR FIFA WORLD CUP SPONSORSHIP**

***“Wavin’ Flag – Coca-Cola Celebration Mix” Is a Certified Number One Hit  
in China, Mexico and Germany and Continues Rise  
on Music Charts Around the World***

***“Coca-Cola Celebration Radio” -- First Digital Radio Station  
Created by a Brand Debuts Featuring Playlist of  
Hundreds of Songs and Audio Blogs by K'NAAN***

**ATLANTA, May. 27, 2010** – ‘Wavin’ Flag – Coca-Cola Celebration Mix’, the uplifting soundtrack recorded by K’NAAN for Coca-Cola and its sponsorship of the 2010 FIFA World Cup™, has already broken into the top ten on music charts in eleven countries including peaking at number one in China, Mexico, Germany, Canada, Austria, Switzerland and Luxembourg. Building on the success of this music collaboration, Coca-Cola today debuted a digital radio station, “Coca-Cola Celebration Radio,” available free to anyone around the world online and features a playlist of “celebration” songs, actual disc-jockeys and daily audio blogs by K’NAAN updating his experience from South Africa during the FIFA World Cup.

K’NAAN, as the official programmer of the station, personally selected many of the tracks played on Coca-Cola Celebration Radio based on their upbeat tempo, celebratory style and inclusion of African artists. Listeners will also hear K’NAAN’s personal take on the celebration in South Africa as he provides daily “audio blogs” from the tournament during the 2010 FIFA World Cup. The radio station, believed to be the first digital radio station entirely supported by a single brand and created for Coca-Cola by GOOM Radio, can be downloaded as a widget and placed on social media sites, blogs and websites. Coca-Cola Celebration Radio is available at <http://celebrations.coca-cola.com>. K’NAAN’s Coca-Cola anthem will be featured prominently on the radio station.

The single has been released in more than 150 markets around the world and is used as the anthem for all elements of the global Coca-Cola marketing campaign in support of its FIFA World Cup sponsorship in more than 160 countries. The song is heard on television commercials, the digital campaign website [www.youtube.com/coca-cola](http://www.youtube.com/coca-cola), a broadcast documentary about the history of goal celebrations sponsored by Coca-Cola and has been performed live by K'NAAN at more than 20 stops of the FIFA World Cup Trophy Tour by Coca-Cola including concerts in Mexico City, Rome, London, Paris and Tokyo. The track is even part of the music for the EA SPORTS™ 2010 FIFA World Cup South Africa videogame title.

K'NAAN, a native of Somalia, has collaborated with some of the world's hottest recording artists to create a dozen local-language versions of the song. Artists include Thai chart-toppers Tattoo Colour, multi-platinum Lebanese singer Nancy Ajram and China's most popular female artist Jane Zhang.

The track is a remix of K'NAAN's 'Wavin Flag', which originally appeared on his hit 2009 album '*Troubadour*'. K'NAAN reworked the song for the Coca-Cola campaign which invites football fans to express their optimism and passion for football through dance celebrations in the run-up to the 2010 FIFA World Cup in South Africa.

"It's great to have a hit song in all four corners of the world," commented K'NAAN. "*Wavin' Flag* is a beautiful, uplifting song and I hope it captures the feeling of unity and celebration the FIFA World Cup brings to people all across the planet. It is a time for all of us to wave our flags."

K'NAAN will also perform the song at Coca-Cola sponsored events in South Africa during the FIFA World Cup including Trophy Tour events and appearances at official "Fan Fests" where people will gather for public viewing of matches. Fans at matches of the FIFA World Cup will also hear the song's memorable five-note chorus in the stadium before each game and at half-time and be prompted to chant along to the "Oh, oh, oh-oh, ohhh" refrain and wave their flags via video board messages.

"Music plays a central role in this campaign," explained Emmanuel Seuge, group director, worldwide sports and entertainment marketing, The Coca-Cola Company. "We've collaborated with K'NAAN to create a song that expresses the celebration and optimism that connects everyone during the FIFA World Cup. We believe it will be one of this summer's biggest hits. And we have built on the success of the single by playing it in the stadiums during the matches and creating a digital radio station to carry that song as well as others directly to fans around the world."

## **About The Coca-Cola Company**

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with nearly 500 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, POWERADE, Minute Maid and Georgia Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of nearly 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com).

**About the 2010 FIFA World Cup™**

The 2010 FIFA World Cup™ takes place in South Africa, kicking off on 11 June. It is the first time the 32 final teams are competing for the world's most sought after trophy on the African continent. The final will be played on 11 July 2010 at the Soccer City Stadium in Johannesburg.

**NOTE TO EDITORS: Media can retrieve digital photos and other artwork to accompany this story by visiting <http://CokeURL.com/2010FWCPressCenter> or [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com) Press Center area.**

###