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THE *Coca-Cola* COMPANY

# Sprite® Refreshes Fans with Cold Lyrics from Hot Artists This Summer

*Summer Sprite™ Cold Lyrics Series™ celebrates cool, crisp, refreshing, lemon-lime Sprite in partnership with Vince Staples, Lil Yachty, DRAM, Vic Mensa, Kamaiyah and Kap G*

ATLANTA--(BUSINESS WIRE)-- *Sprite®* is helping fans stay cool and refreshed this summer with the *Summer Sprite™ Cold Lyrics Series™* featuring cold-inspired lyrics from six of the hottest rappers in the game.

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This summer *Sprite®* is helping fans stay cool and refreshed with the new *Summer Sprite™ Cold Lyrics Series™*. Limited-edition *Sprite* cans and bottles will feature six cold-inspired lyrics from six of the hottest rappers in the game – Vince Staples, Lil Yachty, DRAM, Vic Mensa, Kamaiyah and Kap G. (Photo: Business Wire)

six existing lyrics from a talented roster of artists: Vince Staples, Lil Yachty, DRAM, Vic Mensa, Kamaiyah and Kap G. Each artist was chosen by *Sprite* because of their unique perspective and reputation for staying true to themselves.

“*Sprite* was one of the first brands ever to recognize the power of hip-hop more than 30 years ago. It has always celebrated authenticity and collaborated with a variety of emerging, established and legendary artists,” said Bobby Oliver, director, *Sprite* & Citrus Brands, Coca-Cola North America. “This year, the *Summer Sprite Cold Lyrics Series* is a new way for us to shine the spotlight on cool, crisp, refreshing, lemon-lime *Sprite* and these six incredibly talented artists who are making their own mark and represent the next generation of hip-hop stars.”

The six cold lyrics will appear on 16-ounce *Sprite* cans and 20-ounce *Sprite* bottles and be available for a limited time only in convenience retail and other retail stores nationwide.

The brand will celebrate delicious lemon-lime *Sprite* and each of the *Summer Sprite Cold Lyrics Series* artists on its social channels throughout the summer by showcasing the “*Sprite*-sized Endorsers,” which are miniature figurine versions of all six artists. In Los Angeles during the BET Experience at L.A. LIVE presented by Coca-Cola® this weekend, the “*Sprite*-sized Endorsers” will give fans special access to the annual entertainment fest via *Sprite* social channels. Fans can keep up with the social conversation by following and participating on Twitter and Instagram using the hashtag #WannaSprite.

From June 26 through August 28, fans will have the opportunity to win exciting prizes when they purchase the limited-edition *Sprite* cans and bottles. After each purchase, fans can log on to [www.Sprite.com](http://www.Sprite.com) via mobile device and scan a photo of the 16-ounce can lyric or 20-ounce bottle cap code. With each scan, fans can earn the chance to instantly win one of more than 150 prizes each day, including custom Xbox One S consoles, drones, BMX bikes,

To remind fans how cool, crisp, refreshing and delicious *Sprite* is during the most scorching days of summer, limited-edition *Sprite* packaging will display

neon signs, instant cameras, pocket DJ mixers, wireless Bluetooth speakers, and swag from Nike, GameStop, Sprite and more.

The *Summer Sprite Cold Lyrics Series* is the latest expression of the brand's *Wanna Sprite* campaign, which launched last fall. The campaign puts cool, crisp, refreshing *Sprite* front and center and gives a nod to what it means to be a *Sprite* endorser – authentic, transparent and refreshingly honest. The summer program will be supported with a robust integrated marketing campaign, including TV, outdoor, radio, digital, social and in-store advertising. The campaign was developed by Wieden + Kennedy New York.

To learn more about the *Summer Sprite Cold Lyrics Series*, visit [www.coca-colacompany.com/summersprite](http://www.coca-colacompany.com/summersprite).

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

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, offering over 500 brands to people in more than 200 countries. Of our 21 billion-dollar brands, 19 are available in lower- or no-sugar options to help people moderate their consumption of added sugar. In addition to our namesake Coca-Cola drinks, some of our leading brands around the world include: AdeS soy-based beverages, Ayataka green tea, Dasani waters, Del Valle juices and nectars, Fanta, Georgia coffee, Gold Peak teas and coffees, Honest Tea, Minute Maid juices, Powerade sports drinks, Simply juices, smartwater, Sprite, vitaminwater, and Zico coconut water. At Coca-Cola, we're serious about making positive contributions to the world. That starts with reducing sugar in our drinks and continuing to introduce new ones with added benefits. It also means continuously working to reduce our environmental impact, creating rewarding careers for our associates and bringing economic opportunity wherever we operate. Together with our bottling partners, we employ more than 700,000 people around the world. For more information, visit our digital magazine *Coca-Cola Journey* at [www.coca-colacompany.com](http://www.coca-colacompany.com), and follow The Coca-Cola Company on [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).

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