

Coca-Cola Keeps It Cool With Teen Concert Tour Featuring Grammy Award-Winning Star Lupe Fiasco



LOS ANGELES (July 17, 2008) â€” Coca-Cola keeps the summer cool and makes it hot for teens across the country as it kicks off the six-city, invitation only â€œCoca-Cola Refresh Your Flow Tourâ€” featuring hip hop artist Lupe Fiasco today in Los Angeles.

Starting tonight in Hollywood, Grammy award-winning hip hop artist Lupe Fiasco will bring his hits, â€œKick, Pushâ€” and â€œSuperstarâ€” to lucky teens, ages 13-17, across the country for an exclusive, invitation only concert tour created by Coca-Cola North America. The â€œCoca-Cola Refresh Your Flow Tourâ€” opens today at the Avalon in Hollywood and will travel to some of the hottest venues in five other cities including: The Electric Factory (Philadelphia, August 3); The Tabernacle (Atlanta, August 8); Park West (Chicago, August 17); LOVE (Washington D.C., August 21); and, The Filmore at Irving Plaza (New York City, August 29). Up-and-coming artist Karina Pasian will open the show.

â€œThe â€œCoca-Cola Refresh Your Flow Tourâ€” continues Coca-Colaâ€”s tradition of connecting African American teens with something they love â€” Coca-Cola and music,â€” said Yolanda White, assistant vice president, African American Marketing, Coca-Cola North America. â€œNot only will each concert offer the teens an unforgettable musical experience, it will give each of them a taste of the Coke Side of Life â€” a moment in

time that is refreshingly optimistic and uplifting. And, by engaging an artist like Lupe Fiasco, they will be encouraged to live on the positive side of life.â€

Tickets to the show are free and can only be obtained from partnering radio stations, participating retailers and Coca-Cola street teams traveling to teen hot spots throughout the cities. In addition, select Boys & Girls Clubs in each market will distribute tickets to deserving Club teens.

â€œI am looking forward to the â€˜Coca-Cola Refresh Your Flow Tour.â€™ Itâ€™s a unique opportunity for me to bring a message of positivity and what it really means to be cool,â€ said Lupe Fiasco. â€œI hope it will be an unforgettable experience for every teen who attends.â€

The Grammy award-winning Lupe Fiasco came on the music scene in 2006 with the chart-topping debut single, â€œKick, Push.â€ He has been lauded by critics and fans alike for his clean, underground, storytelling rap style that is contrast to popular mainstream lyrics glamorizing materialism, sexuality and violence. His music is inspired by his love for Japanese animation, comic books, video games, art, literature and philosophy. MTV recently ranked him No. 7 on the list of â€œhottest MCs in the Game 2008.â€ His highly anticipated sophomore album, â€œThe Coolâ€ was released in December 2007 and has garnered current hits â€œSuperstar,â€ â€œParis Tokyoâ€ and â€œHip Hop Saved My Life.â€

Partnership with Boys & Girls Clubs

The partnership with local Boys & Girls Clubs is a part of a long-term national relationship The Coca-Cola Company has with the non-profit youth organization. As part of the â€œCoca-Cola Refresh Your Flow Tour,â€ select teens from local Clubs will receive the once-in-a-lifetime opportunity to meet Lupe Fiasco and attend the concert as VIPs.

Radio stations offering â€œRefresh Your Flow Tourâ€ tickets

are: Power 106, Los Angeles; Power 99, Philadelphia; HOT 107.9, Atlanta; WGCI, Chicago; WPGC Jams, Washington D.C.; and, HOT 97, New York City. Check with each station directly to learn more about how to obtain tickets.