

Coca-Cola South Africa
news
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Coca-Cola presents K'NAAN on tour

People around the world are hip-hopping to the sounds of K'NAAN's "Wavin' Flag – Coca-Cola Celebration Mix" – a song that has catapulted the singer to superstardom, cracking the Top Ten music charts in 11 countries.

The popular Somalian artist arrived in South Africa this week and kicked off with a performance in Witbank during the 2010 FIFA World Cup™ Trophy Tour. He will be appearing in concerts at 18 venues around the country for the duration of the FIFA World Cup™, including an AIDS benefit performance, the Red Concert in Cape Town - an initiative by Bono.

He first performed in the country in Cape Town last year when the FIFA World Cup Trophy™ arrived in South Africa in time for the World Cup draw.

The uplifting soundtrack recorded by K'NAAN for the 2010 FIFA World Cup™ Trophy Tour by Coca-Cola, has even reached No. 1 in China as well as in Mexico, Germany, Canada, Austria, Switzerland and Luxembourg.

"We are very excited to be associated with this world-class performer and a song that has captured the imagination of so many people and celebrates the World Cup," said Bradford Ross, Brand Manager of Coca-Cola South Africa.

"When we invited him to do a celebration version, he was relatively unknown but we felt his music hit the right note and would connect with football and music fans all over the world."

The single has been released in more than 150 markets around the world and is being used as the anthem for all elements of the global Coca-Cola marketing campaign in support of its FIFA World Cup™ sponsorship.

K'NAAN will perform at Coca-Cola sponsored events in South Africa during the FIFA World Cup™, which included Trophy Tour events and he will be appearing at Coca-Cola Happiness Stations at official FIFA Fan Fest™ match viewing events.

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 halftime and be prompted to join the "Oh, oh, oh-oh, ohhh" chorus and wave their flags via video board messages.

K'NAAN has performed "Wavin' Flag – Coca-Cola Celebration Mix" 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.

He has collaborated with some of the world's hottest recording artists to create a dozen local-language versions of the track including Thai chart-toppers Tattoo Colour, multi-platinum Lebanese singer Nancy Ajram and China's most popular female artist Jane Zhang. His second album Troubadour was re-released as a Champios Edition, which featured the Wavin' Flag Celebration Mix.

"It's great to have a hit song in all four corners of the world," said 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."

He describes his song as "Africa's unique brand of music – sounds that are rooted in ancient history but as cool as the streets of New York."

K'NAAN has recently been nominated for a prestigious BET Award, pitted against the likes of Sade, Dizzee Rascal and Corinne Bailey Rae from the UK, as well as South Africa's own Hip Hop Pantsula, just to claim the prestigious award.

His stirring anthem *Wavin' Flag* has been changed to a celebration version to herald the 2010 FIFA World Cup™, with the international version featuring Will.i.am of the Black Eyed Peas and French DJ sensation David Guetta.

A version of his Wavin' Flag was used as a fundraiser after the devastating Haiti earthquake and involved 57 Canadian artists such as Avril Lavigne and Nelly Furtado. K'NAAN will also be in action at the FIFA World Cup™ Kick-Off Celebration Concert at Orlando Stadium in Soweto on Thursday, 10 June – the eve of the tournament's opening game.

He will join a stellar line-up that includes Alicia Keys, the Black Eyed Peas, Shakira, John Legend, Amadou and Mariam, Hugh Masekela, Vusi Mahlasela, The Parlotones, the Soweto Gospel Choir and BLK JKS.

These are the local language versions of the hit:

Ajram - Arabic - <http://www.youtube.com/watch?v=apeVbw02nzc>

International Version - <http://www.youtube.com/watch?v=fnvh579M-uM>

David Bisbal - <http://www.youtube.com/watch?v=UXbJO4sQMQs&feature=related>

Jane Zhang - <http://www.youtube.com/watch?v=RkJdLhh7cOk&feature=related>

Tattoo Colour - <http://www.youtube.com/watch?v=H-KPOa0goF4>

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