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THE *Coca-Cola* COMPANY

Sprite® Drops Its First-Ever Music Video for Vince Staples' New Single "Rain Come Down"

ATLANTA--(BUSINESS WIRE)-- In 1986, *Sprite*® became one of the first brands to tap into hip-hop culture. In the years since, the brand has collaborated with a variety of artists in dozens of programs and advertising campaigns. Now, fresh off announcing the [Summer Sprite™ Cold Lyrics Series™](#), *Sprite* is unveiling another brand "first" as part of its summer campaign: a full-length [music video](#) for *Sprite* endorser Vince Staples.

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As Vince Staples releases his new album *Big Fish Theory* on Friday, June 23, *Sprite* is debuting the music video it produced for the *Sprite* endorser's second single "Rain Come Down" featuring Ty Dolla \$ign. This is the first-ever full-length music video produced by *Sprite*. (Photo: Business Wire)

As Staples releases his new album *Big Fish Theory* today, *Sprite* is debuting the music video it produced for his second single "Rain Come Down" featuring Ty Dolla \$ign.

"The *Sprite* brand's legacy in hip-hop has always been about elevating the art form and celebrating artists who have authentic, honest perspectives," said Bobby Oliver,

director, *Sprite* & Citrus Brands, Coca-Cola North America. "Vince Staples has been an incredible brand ambassador over the past several years. We're thrilled to help him introduce a video that's true to his unique point-of-view and style."

Directed by David Helman, the music video picks up where Staples' last video "Big Fish" left off — Vince stranded on a boat at sea. This time he is stranded in a desert with only an empty *Sprite* bottle to show him the way. As a storm looms on the horizon, Staples spins the bottle to point him out of the hot desert. He finds refuge at a rustic diner, where he enjoys a cool, crisp, refreshing lemon-lime *Sprite* as the storm pounds against the window.

In addition to the music video, Vince also stars in a new television commercial for the *Summer Sprite Cold Lyrics Series* debuting this weekend. To learn more, visit [Coca-Cola Journey](#).

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, and follow The Coca-Cola Company on [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).

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