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Coca-Cola Asks "AMERICAN IDOL(R)" Fans to Join Multiplatinum Singer-Songwriter Taio Cruz to Create "Perfect Harmony" in a New Hit Song

Chart-Topping Artist and Music Fans Will Collaborate to Write a New Single That Will Be Performed Live on the AMERICAN IDOL Finale

ATLANTA--(BUSINESS WIRE)-- How would you like to see a hit recording artist take the stage during the finale of AMERICAN IDOL and sing a new song featuring words that you proposed? It may sound unlikely, but not if you believe in "Perfect Harmony."

Taio Cruz collaborates in the studio with Coca-Cola on the Perfect Harmony program where he writes part of a song and calls on the fans to finish the lyrics on AmericanIdol.com in time for him to perform the single on the finale of AMERICAN IDOL. Credit AP/Wilford Harewood

Beginning tomorrow, the Coca-Cola Perfect Harmony collaboration invites AMERICAN IDOL fans to help write a new song for Coca-Cola that will be performed during the show's season finale May 25 at 8/7c on FOX. Fans can visit www.AmericanIdol.com where they can listen to the opening segment of a song penned by multiplatinum singer-songwriter TAIO CRUZ. Then the fans take it from there. Taio (pronounced Tie O) will start the song and write the beginning of each verse, but it's up to fans to help finish each verse in time for him to perform the single on the final show. People can also get the latest updates on the program by following the hashtag #perfectharmony on Twitter.

"AMERICAN IDOL auditions are proof that many of our fans have a passion and desire to sing professionally," said Ryan Seacrest, host of AMERICAN IDOL. "What we don't get to explore on camera are the many talented songwriters that exist as well. Coca-Cola has created a very exciting and innovative program that, for the first time, gives fans the opportunity to work with a top artist to create a new song that will be performed live in front of millions of people."

Each week, from March 30 through May 13, people around the country, ages 18 and up, will have the opportunity to submit lyrics for consideration for inclusion in the final composition. Following each of the four submission phases, Coca-Cola will select the top three lyrics and then fans, ages 13 and up, will be able to vote for their favorite. The lyrics with the most votes will then be incorporated into the song.

"Songwriting can be an individual journey or a cooperative effort, and I've done it both ways," said Taio Cruz. "But creating a new song, with the input of music fans and in partnership with Coca-Cola and AMERICAN IDOL? Now that takes the experience to a completely new place and I'm ready to get it started."

"Music has the power to bring people together, which is evidenced every week by the millions of fans who watch AMERICAN IDOL," said Stuart Kronauge, Vice President, Coca-Cola Trademark Brands, Coca-Cola North America. "Music has always been a part of our brand voice and with this program we're moving to a whole new level of integration. Through Coca-Cola Perfect Harmony, fans co-lead the songwriting process as they become part of the show they love in collaboration with an artist they admire. We can't wait until the American Idol finale to uncap the outcome of their musical creativity."

Perfect Harmony is part of a new Cola-Cola music program that offers teens the inside track to the latest in music through opportunities to express themselves and collaborate with popular artists. The Coca-Cola music program kicked off last week when, live from London, Maroon 5 headlined the Coca-Cola 24hr Session. Fans were able to engage in the creative process of songwriting by interacting with the band as they wrote, produced and performed an original song in just 24 hours. Streamed live at www.mycoke.com, the 24hr Session used the real-time speed, global impact and social power of the internet to create a groundbreaking experience for the band and fans.

Later this year, Coca-Cola will launch another teen music showcase with emphasis on Hispanic teens. People will be able to vote for an up-and-coming bilingual artist or band that will win the chance to perform with an established artist live onstage. The program will kick off with a concert celebrating Hispanic Heritage Month in September.

Taio Cruz

In early 2010, London-born singer-songwriter Taio Cruz arrived in the States as a major UK artist with two Top 20 albums and a string of hits and quickly made his mark on this side of the pond with "Break Your Heart" featuring Ludacris, the first single from his Mercury/IDJMG debut, ROKSTARR. The track rocketed to No. 1 on the Billboard Hot 100 with a one-week total of more than 300k downloads. In addition to hitting No. 1 in the UK, Ireland, Norway and Sweden, the song made U.S. chart history with the biggest-ever jump to No. 1 by a Billboard chart newcomer. Over the course of the months that followed, "Break Your Heart" went on to sell more than 3 million copies. He followed with second single "Dynamite," which exploded at radio and shot straight to No. 1 on both Billboard's Mainstream Top 40 and Hot Dance Club Play Charts. By year's end, Taio had sold more than eight million singles sold in the U.S. alone, and he was the only artist to have two songs on iTunes year-end top 10 chart. He's also YouTube's most-viewed UK artist of all time, with over 200 million combined views, and the first UK artist in 25 years to place two tracks in the Top 10 of Billboard's year-end Hot 100 chart. Taio recently scored his third No. 1 Billboard hit with "Higher" featuring Travie McCoy. Taio has also written and recorded the title track for Rio ("Telling The World"), a 3D animated motion picture event from 20th Century Fox, in theaters this April. For more about Taio Cruz, please visit www.taiocruzmusic.co.uk.

American Idol

Emmy Award-winning AMERICAN IDOL is created and executive-produced by Simon Fuller, Founder, 19 Entertainment, a division of CKX, Inc; and executive-produced by Cecile Frot-Coutaz, CEO, FremantleMedia North America, Inc.; Ken Warwick, Executive Producer, FremantleMedia North America, Inc.; and Nigel Lythgoe, President, Big Red 2 Entertainment. AMERICAN IDOL has been No. 1 among Adults 18-49 for the past seven consecutive seasons and currently ranks as the No. 1 television show of the 2010-11 season.

The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. The Company's portfolio includes 14 billion dollar brands, including Coca-Cola, recognized as the world's most valuable brand, as well as Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply and Georgia. 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 1.7 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.

Photos/Multimedia Gallery Available: http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6665307&lang=en

Source: The Coca-Cola Company