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Sprite Films® Returns to Unveil 2014 Class of Talented Student Filmmakers and Original Short Films

Actor Michael B. Jordan Joins National Film Competition to Mentor Up-and-Coming Filmmakers;
Six Short Films Live for Viewing and Voting at Sprite.com/films

ATLANTA--(BUSINESS WIRE)-- The call for scripts was issued and students from 23 colleges and universities across the country responded. The limelight now shines on the finalists. Today, *Sprite Films* debuts the original short films of six finalists who have demonstrated a passionate pursuit of self-expression in filmmaking. New to the program in 2014 is *Sprite Films* ambassador and mentor, actor Michael B. Jordan, who will meet the students and offer advice based on his first-hand experience working in Hollywood.

"Sprite is all about refreshing fans that thirst for more and our partnership with Michael B. Jordan underscores our commitment for connecting opportunity with experience," said Kimberly Paige, Associate Vice President, Sprite Brands, Coca-Cola North America. *"Sprite Films* is back to cast a nationwide spotlight on student filmmakers who showcase bold creativity and a relentless passion to tell their stories through film."

Public online viewing and voting of the short films is live at Sprite.com/films through May 15. Movie fans will select the student winner of the Fan Favorite Award through their online votes. A group of film industry experts, including Jordan, will crown the Green Ribbon Panel winner. The opportunity to work on a *Sprite* brand project with an agency affiliated with The Coca-Cola Company will be awarded to the Green Ribbon Panel winner.

"What's a dream without action or a talent without a stage to set it free?" said Jordan. "Each year *Sprite Films* finds student filmmakers who have it – the fearlessness and dedication to pursue their passion for film – and supports them to grow their dreams on a national platform. I'm lending my support by meeting with the student finalists to share my story as an actor and what I have learned from my mentors."

The Filmmakers

The six student finalists are in Las Vegas through March 28 at CinemaCon – the annual gathering of the motion picture theater community – to attend film studio workshops and presentations. The filmmakers also will have the opportunity to engage in one-on-one conversations with Jordan to discuss their film projects and future plans in the industry. The six short films will be presented for the first time today at a CinemaCon luncheon attended by film industry and movie theater influentials.

The creative group of student filmmakers selected to create a short film from script-to-screen in the 2014 *Sprite Films* program includes the following:

College/University	Short Film Title	*Director/Writer	Producer
Columbia College Chicago	“Thirsty Enough”	Robert Forney	Mark Winters
University of North Carolina, School of the Arts	“Because We Have To”	Lucian Murphree	Char-Lay Douglas
The School of Visual Arts	“Wall of Inspiration”	Angel Cardenas	Henrik Hanson
The Art Institute of Charlotte	“Fresh”	John Kofonow	Bertrum Williams
University of California, Los Angeles	“What We Need”	Merlin Camozzi	Rick Perry
Savannah College of Art and Design	“See Your Dreams”	Olivia Riley Day	Akmyrat Tuyliyev

*Indicates the student finalists in the position to win a trip to AFI FEST 2014, the American Film Institute’s (AFI) film festival and/or the opportunity to work on a *Sprite* brand project with an agency affiliated with The Coca-Cola Company.

Fan Favorite Award

Movie fans based in the United States ages 13 and above can vote for their favorite short film every day from now through May 15. With each vote, *Sprite* film lovers will be entered into a sweepstakes for a chance to win prizes including an ultimate trip to Universal Orlando Resort for four people – including hotel, airfare and theme park tickets to both Universal Studios Florida and Universal’s Islands of Adventure. The winning team will receive a $5,000 donation to their university’s film department and a special trip to AFI FEST 2014, the American Film Institute’s (AFI) film festival, in November.

Green Ribbon Panel Award

The Green Ribbon Panel will critique the technical aspects of the short films and select one winning submission for a first place award. The winner will receive an opportunity to work on a *Sprite* brand project with an agency affiliated with The Coca-Cola Company, in addition to seeing their short film debut in select theaters across the country in August 2014.

In April and August, the *Sprite Films* program will be promoted in select movie theaters nationwide and featured on promotional materials such as branded cups, popcorn bags and theater displays.

Beginning July 16, *Sprite Films* will launch a first-time call for entries for movie fans to participate in a short film submission contest via Instagram. The open call will provide an opportunity for film enthusiasts to upload videos showcasing visual examples of unique self-expression. Youth from across the United States will have the opportunity to participate in *Sprite Films* through this inaugural online film program, and *Sprite* will spotlight select participants on its social media channels.

About 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. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our Company's portfolio features 17 billion-dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.9 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit Coca-Cola Journey at

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