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# Coca-Cola Captures the Moment When Multi-Platinum, Grammy-Nominated Pop Sensation Carly Rae Jepsen Performs Her New Song, “Take a Picture,” Tonight on the Season Finale of “AMERICAN IDOL”

Fans Come Together in Third Annual "Perfect Harmony" Program to Help Create New Song for Coca-Cola

*20,000 Song Downloads Available to AMERICAN IDOL® Fans*

ATLANTA--(BUSINESS WIRE)-- People across the country have spoken and tonight their picks will come to life in “Perfect Harmony” on the big stage. Weekly input from AMERICAN IDOL® fans helped complete chart-topping singer/songwriter Carly Rae Jepsen’s new song, “Take A Picture,” through the Coca-Cola Perfect Harmony Program.

During the season, fans helped create the song by selecting their favorite lyrics from a pool of options. People also were given the opportunity to weigh in on aspects like set design, backup dancers’ wardrobe and stage effects for Jepsen’s AMERICAN IDOL® Finale performance. The Perfect Harmony program will culminate tonight with Jepsen performing her new single on the first part of the two-night AMERICAN IDOL® Season 12 Finale (8-9 p.m. ET live/PT tape-delayed) on FOX.

“Creating this song for the Coca-Cola Perfect Harmony program, in such a massive collaboration with fans, was a cool new experience for me,” said Jepsen. “The song is something everyone can relate to and the performance on AMERICAN IDOL® will show all the fun aspects that people chose. I can’t wait to see it all come together.”

During the program, fans were invited to log on to [www.americanidol.com/perfectharmony](http://www.americanidol.com/perfectharmony) and provide input each week for Jepsen’s new song lyrics and her performance on tonight’s AMERICAN IDOL® Season 12 Finale. After eight phases – four focused on lyrics and four focused on performance elements – the final track and performance details Jepsen’s AMERICAN IDOL® performance are complete.

The winning selections include:

- Week 1 – Flying kites with boy wonder/hold tight to me all summer (lyric)
- Week 2 – Photo shoot (performance theme)
- Week 3 – Reading my magazines/dancing in my blue jeans (lyric)
- Week 4 – Pyrotechnics (stage effects)

- Week 5 – Fireworks and night streamers/baby blue with day dreamers (lyric)
- Week 6 – Glam sparkle (background dancers' costumes)
- Week 7 – Under water close to me/hold my breath in my blue jeans (lyric)
- Week 8 – Drummer (instrument spotlight)

“Coca-Cola has long believed that music has the power to bring people together. The overwhelming response from fans participating in the Perfect Harmony program validates our continued support of music projects,” said Andy McMillin, VP, Coca-Cola Trademark. “With new elements, such as allowing people to help choose production details, the 2013 program brought the collaborative experience with fans to the next level. The Finale performance will showcase what a program like Perfect Harmony can create.”

To celebrate the collaboration, Coca-Cola is giving away 20,000 downloads of the song following tonight’s episode of AMERICAN IDOL®. Downloading the song is easy. Fans simply log on to [www.americanidol.com/perfectharmony](http://www.americanidol.com/perfectharmony) and enter a unique code, which can be found under the cap or on the packaging of any Coca-Cola product. Details on the initiative, clips of the song, and complete terms and conditions also can be found on the site.

### **Full lyrics for “Take a Picture”**

Flying kites  
 With boy wonder  
 Hold tight  
 To me all summer

Reading  
 My magazines  
 Dancing in  
 My blue jeans

Pucker up in sunglasses  
 Making love to the flashes  
 Posing the way that we do for everybody to see  
 Polaroid through your lashes  
 Only thing that will last is  
 I take a picture of you taking a picture of me

I take a picture of you taking a picture of me  
 I take a picture of you taking a picture of me  
 Tomorrow always happens too soon  
 I wish I had an electric moon  
 To save the light

Fireworks  
 And night streamers  
 Baby blue  
 With the day dreamers

Under water  
 Close to me

Hold my breath  
in my blue jeans

Pucker up in sunglasses  
Making love to the flashes  
Posing the way that we do for everybody to see  
Polaroid through your lashes  
Only thing that will last is  
I take a picture of you taking a picture of me

I take a picture of you taking a picture of me  
I take a picture of you taking a picture of me  
Tomorrow always happens too soon  
I wish I had an electric moon  
To save the light

I wanna live tonight  
I wanna save the light  
And it goes on and on and on  
And we go on and on and on  
I wanna live  
We wanna live  
The life! (Tonight)

### **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, the world's most valuable brand, our Company's portfolio features 16 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 more than 1.8 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 [www.coca-colacompany.com](http://www.coca-colacompany.com), follow us on Twitter at [twitter.com/CocaColaCo](https://twitter.com/CocaColaCo) or check out our blog, Coca-Cola Unbottled, at [www.coca-colablog.com](http://www.coca-colablog.com).

### **About Carly Rae Jepsen**

Canadian singer/songwriter and breakout pop sensation [Carly Rae Jepsen](#) has taken America by storm after bursting onto the scene in the U.S. with her hit single, "Call Me Maybe." Unforgettably catchy, the hit song, which she co-wrote, quickly rose to the No. 1 spot on the Billboard Hot 100 chart, where it remained for nine consecutive weeks. Certified quintuple-platinum in Jepsen's native Canada, the track is also an international sensation, climbing to No. 1 on the iTunes Singles charts in more than 47 countries, while the official video has more than 400 million YouTube views and the song has sold more than 10 million singles worldwide to date. Follow-up platinum single "Good Time," a duet with Owl City,

climbed to No. 3 on the pop chart, while the video has racked up more than 84 million YouTube views. Jepsen released her debut album, "*Kiss*," on September 18 via 604 Records/Schoolboy Records/Interscope Records. Jepsen won the 2012 American Music Award for Best New Artist and received two 2012 GRAMMY Award nominations for Best Pop Solo Performance and Song of the Year. Jepsen has also been nominated for nine 2013 Billboard Music Awards and her new single, "Tonight I'm Getting Over You," The Remix ft. Nicki Minaj is out now.

### **About AMERICAN IDOL®**

AMERICAN IDOL® is produced by 19 Entertainment, a division of CORE Media Group, and FremantleMedia North America. The series is created and executive-produced by Simon Fuller, CEO, XIX Entertainment. Cecile Frot-Coutaz, FremantleMedia, Trish Kinane, FremantleMedia North America; Ken Warwick, FremantleMedia North America; and Nigel Lythgoe, CEO, Nigel Lythgoe Productions also serve as executive producers.

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