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# POWERADE® Recruits Mexican Soccer Phenom Jesus “Tecatito” Corona for “Just a Kid” Campaign

*The soccer star’s inspiring personal narrative to be told in a television commercial debuting during the 2016 Copa America Centenario*

NEW YORK--(BUSINESS WIRE)-- POWERADE® is partnering with Jesus “Tecatito” Corona as part of its “Just a Kid” campaign, which aims to inspire by taking a passionate stand for the potential in every young athlete. Corona joins a roster of athletes featured in the campaign who have overcome incredible barriers and adversity, including Derrick Rose and Jimmy Graham, as well as U.S. Olympic athletes Claressa Shields and Lopez Lomong and U.S. Olympic hopeful Shakur Stevenson.

Jesus "Tecatito" Corona stars in new POWERADE "Just a Kid" campaign (Photo: Business Wire)

The expectations couldn’t be higher for Jesus “Tecatito” Corona, the Mexican-born soccer prodigy considered by many to be the country’s next big star. His advanced skills and electric style of play have landed him spots on professional clubs around the world, from Monterrey to the Netherlands to Portugal. Despite those who doubted him along the way, this young athlete has already accomplished so much, all by the age of 23. As Corona gears up to spend the summer playing for the Mexican National Team at the historic 2016 Copa America Centenario, he remains humble and focused as “just a kid” from Hermosillo.

“In Corona, there is the story of an athlete whose undeniable talent eventually silenced the critics and doubters he faced early in his career,” said Shannon Watkins, group brand director, POWERADE. “He bravely pursued his dream with incredible success, and we fully expect he’ll make his hometown and country proud during Copa America Centenario this summer. We look forward to sharing his story along the way.”

The “Just a Kid” campaign creative featuring Corona is rolling out now ahead of the POWERADE-sponsored Copa America Centenario. The once-in-a-lifetime Copa America Centenario, which honors 100 years of the Copa America tournament, is taking place in ten cities across the United States for the first time from June 3-26, and will be the largest soccer event hosted in the U.S. in over twenty years. The top goal scorer of the tournament will win the Copa America Centenario Golden Boot, presented by POWERADE.

“Just a Kid” campaign creative with Corona will include POS, social, on-the-ground activations, PR, retail and a 30-second television commercial depicting Corona’s journey from his humble beginnings in Hermosillo to soccer’s biggest stage. This commercial will air on FOX Sports and Univision Deportes in the coverage of Copa America Centenario. The "Just a Kid" campaign was developed in partnership with advertising agency Wieden+Kennedy in Portland, Ore.

To further support young athletes, POWERADE's online marketplace (www.justakidfrom.com) allows people to design and purchase customized "Just a Kid" apparel touting the name of their hometown. The collection includes sweatshirts, T-shirts and hats and is available in English and Spanish. Net proceeds from the marketplace are donated to the Boys & Girls Clubs of America.

For more information, please visit www.justakidfrom.com and follow POWERADE (@powerade) on Instagram and Twitter.

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The Coca-Cola Company
Josh Gold, 212-545-6099
jgold@coca-cola.com

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