Pepsi Releases World Cup-Inspired Soccer Album

PR Newswire

PURCHASE, N.Y. (PRNewswire) — Pepsi® today releases the complete 11-track Pepsi Beats of the Beautiful Game [1] album, an exclusive collection of anthemic songs by chart-topping musicians inspired by the energy and spirit of the world's most popular game – football.

Distributed by Caroline, the complete album is available for purchase today internationally on iTunes [2] with tracks from musicians including Kelly Rowland, Janelle Monae, Rita Ora, Don Omar, Timbaland, Santigold, R3HAB and Jetta, alongside regional favorites Pearls Negras (Brazil), Jolin Tsai (Taiwan) and Hassan El Shafei (Egypt).

"Pepsi Beats of the Beautiful Game provides a unique view into the culture of the most popular sport in the world," said Frank Cooper III, Chief Marketing Officer, Global Consumer Engagement, PepsiCo Global Beverages Group. "It introduces powerful new music from superstar and emerging artists, and features those songs in short films by some of the world's most dynamic directors highlighting an aspect of football culture. We hope that fans of both artforms find that this unique combination embodies the true spirit of the beautiful game."

In addition to the album, the artists' songs serve as inspirations for 11 short films by dynamic, best-in-class directors includingSpike Lee, Idris Elba, Jessy Terrero, Diego Luna, Andy Morahan and The Kolton Brothers, among others.

Since May 12th, Pepsi has debuted a new track and corresponding short film every week. The latest to be premiered this week is the hotly anticipated, hard-stomping, exclusive track "The Game" by Grammy Award winner Kelly Rowland and its short film directed by Spike Lee.

The full album's track list includes:

Janelle Monae, "Heroes," with film by The Young Astronauts
R3hab feat. Eva Simons, "Unstoppable," with film by Idris Elba
Don Omar, "Pura Vida," with film by Jessy Terrero
Kelly Rowland, "The Game," with film by Spike Lee
Rita Ora, "I Will Never Let You Down (Switch Remix)," with film by Diego Luna
Santigold, "Kicking Down Doors," with film by Andy Morahan
Timbaland staring Rachel Assil, "Whoever We Are," with film by The Kolton Brothers
Jetta, "Crescendo"
Pearls Negras, "Guerreira," with film by Cine Favela
Jolin Tsai, "Now is the Time," with film by Cai Yiqi
Hassan el Shafei, "Ahlam Men Gedial"

As the largest music, film and football collaboration in the brand's history,

Pepsi Beats of the Beautiful Game audibly and visually captures the vibrant sights, sounds and stories that unite fans with the game of football. The album is part of the integrated 2014 Pepsi football campaign, bringing fans closer to the game they love.

For more information on Pepsi Beats of the Beautiful Game visit www.pepsi.com/thegame [1] and follow the conversation online with #FutbolNow.

About PepsiCo
PepsiCo is a global food and beverage leader with net revenues of more than $65 billion and a product portfolio that includes 22 brands that generate more than $1 billion each in annual retail sales. Our main businesses – Quaker, Tropicana, Gatorade, Frito-Lay and Pepsi-Cola – make hundreds of enjoyable foods and beverages that are loved throughout the world. PepsiCo's people are united by our unique commitment to sustainable growth by investing in a healthier future for people and our planet, which we believe also means a more successful future for PepsiCo. We call this commitment Performance with Purpose: PepsiCo's promise to provide a wide range of foods and beverages from treats to healthy eats; to find innovative ways to minimize our impact on the environment by conserving energy and water and reducing packaging volume; to provide a great workplace for our associates; and to respect, support and invest in the local communities where we operate. For more information, please visit www.pepsico.com [3].

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