



PATROCINADOR OFICIAL  
DO REVEZAMENTO  
DA TOCHA OLÍMPICA

## Rio 2016 Olympic Games sponsor Coca-Cola presents partnership with artist Romero Britto

*The Brazilian artist from Pernambuco will be in charge of producing paintings, pins and a special edition of the Coca-Cola bottle with a Rio 2016 Olympic Games theme*

*He is also one of Coca-Cola's nominees to bear the Rio 2016 Olympic Torch*

Spreading happiness is the connection between visual artist Romero Britto and Coca-Cola's for the Rio 2016 Olympic Games project. Internationally renowned for his vibrant colors and pop style, Britto is also one of the company's nominees to bear the Rio 2016 Olympic Torch. He will be in charge of producing a series of works with the Rio 2016 Olympic Games theme, beginning with five paintings representing local elements from each of Brazil's five regions and a collection of five pins, reproducing parts of these paintings, which together will form the map of Brazil in a special edition kit. The partnership will also include the launch of a limited edition Coca-Cola bottle, made of aluminum, which will be sold in Rio de Janeiro to celebrate the Olympic Torch Relay.

"As a Brazilian it is a wonderful feeling to be nominated as a Rio 2016 Olympic Torchbearer in my country. It's a unique opportunity and I want to help promote it and show that art also spreads happiness through its essence and its colors," says Romero Britto.

The artist, who was born in the Brazilian state of Pernambuco, will be in São José dos Campos, at São Paulo state, on Thursday the 29<sup>th</sup>, to meet students from a school selected among the participants in the Coca-Cola Schools Festival, a Coca-Cola Brasil event that has already reached over 700 thousand schoolchildren throughout the whole country.

"Romero Britto is a natural ambassador for Brazil abroad and he charms the world with the style of his art. The partnership turns him into a storyteller of the Rio 2016 Olympic Games Coca-Cola story, from capturing elements from the five regions of the country, and also through the Torch Relay and with our special bottle, until Rio 2016 with the pins," explains Xiemar Zarazúa, president of Coca-Cola Brasil.

### **COCA-COLA AND THE OLYMPIC GAMES**

Coca-Cola is the oldest sponsor of the Olympic Games, being part of it since Amsterdam 1928. In all editions held since then, it has always been along with the Olympic Movement in an effort to promote the dissemination of the Olympic Spirit, assist in the training of athletes and contribute to the development of sports worldwide.

The partnership between Coca-Cola and the Olympic Torch Relay is also longstanding. The Rio 2016 Olympic Games represents the 11th participation of the brand in a relay team, including both



PATROCINADOR OFICIAL  
DO REVEZAMENTO  
DA TOCHA OLÍMPICA

summer and winter editions. The first participation was in Barcelona 1992. At the time, Coca-Cola was a partner in the implementation of the first International Torchbearers Program, when allowed people from other countries, including Brazil, to carry the Olympic Flame along with torchbearers from the host country of the Games.

Coca-Cola is also a sponsor of the Brazil Olympic Committee (BOC) and since 2012 has been sponsoring the Youth School Games, the largest competition in the world of Olympic sports at school level.

### **Approach Comunicação Integrada**

#### **Press Agency for Coca-Cola Brasil at the Rio 2016 Olympic Games**

**Pedro Schurig –Rio 2016 Olympic Games**

**Tel.: (21) 3461.4616 Ext: 157**

**(21) 9 99832.5047**

**E-mail: [pedro.schurig@approach.com.br](mailto:pedro.schurig@approach.com.br)**

**Saulo Campos – Coordinator**

**Tel.: (21) 3461.4616 R: 188**

**(21) 9 9113.8784**

**E-mail: [saulo.campos@approach.com.br](mailto:saulo.campos@approach.com.br)**