

**JASON DERULO'S "COLORS" OFFICIAL VIDEO BRINGS FANS TO JASON'S
HOMELAND OF HAITI**

**UNIFYING SONG IS THE COCA-COLA® ANTHEM FOR THE 2018 FIFA WORLD
CUP™**



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(Los Angeles, CA - April 11, 2018) Global superstar Jason Derulo traveled to his homeland of Haiti to create the official music video for "Colors." The song is Coca-Cola®'s anthem for the 2018 FIFA World Cup™ and on the day the song debuted, Jason posted on social media that he had the idea of unity in mind as he was writing the uptempo jam.

Shot in Miami (where Jason was raised) and at The Citadelle Laferrière (a mountaintop fortress located in Nord, Haiti) the video brings individuals together from around the world to celebrate their respective flags and nationalities. A guitar-strumming Wyclef Jean, also of Haitian descent, represents his "colors" in a cameo as well.

The vibrant video was directed by Gil Green, who also directed Derulo's "Stupid Love" and "Swalla" (which has garnered over 1 billion views to date).

“As the lyrics say, ‘There’s beauty in the unity we’ve found.’ We’re inundated everyday with negative news and it’s hard to remain positive. That’s why it’s more important than ever to unite with people in your community to try and make a difference. As a Haitian-American, I’ve become more and more invested in giving back to where my family is from. To that extent, this song is a bit of a launch of plans that I am excited to reveal soon...”

“COLORS” lyrics excerpt:

Look how far we've come
There's beauty in the unity we've found
We still got a long way
But look how far we've come
Hands up for your colors

Ready the people
A new day has just begun
And I wear my colors on my back (celebrate, celebrate)
We're created equal
One race, and that's human
Can't wait til they all see, all see that

ABOUT JASON DERULO:

Jason Derulo is a multi-platinum powerhouse who has generated over 9 billion audio streams. His breakout single "Talk Dirty" [feat. 2 Chainz] has reached 7-times platinum status, while "Want To Want Me" and "Wiggle" [feat. Snoop Dogg] went quadruple-platinum. "Trumpets," "Ridin' Solo," and "In My Head" went triple-platinum, and "Swalla," "Marry Me," and "It Girl" earned double-platinum certifications. Platinum singles include "The Other Side," "Get Ugly," and "Don't Wanna Go Home." Cumulative streams continue to soar, exceeding 9 billion overall and nearly 5 billion YouTube view. At radio, his music has impacted 20 billion-plus listeners with a staggering 3.5 billion spins. Jason was a featured performer for the Monday Night Football theme, his clothing line LVL XIII launched in Bloomingdales last Fall, he has a label in partnership with Warner Bros. Records and a publishing deal with Warner/Chappell Music. He is an investor in many enterprises, including Catch L.A. and Rumble Boxing with Sylvester Stallone and Ashton Kutcher.

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