

# 'Donate to Download' and Raise Money for RAIN in Africa

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Three music stars have partnered with The Coca-Cola Africa Foundation in an inspiring new project raising money for the Replenish Africa Initiative (RAIN).



Chris Taylor, Solange Knowles and Twin Shadow have come together to record a song and video – "Kenya" – that is exclusively available on a "donate to download" basis at [www.MusicforRAIN.net](http://www.MusicforRAIN.net).

With a fundraising target of \$10,000, proceeds from the downloads will make a positive difference by funding three RAIN projects: building a latrine at a school in Rwanda; installing a rainwater harvesting roof at a school in Uganda; and buying water containers to help children carry water home to their families in Cameroon.

The release of "Kenya" coincides with the launch of our "Live Positivity Collective," a new online hub where people can come together to learn about and be inspired by the things people are doing to make the world a better place, at [www.LivePositivelyCollective.com](http://www.LivePositivelyCollective.com).

"As a first for Coca-Cola, we are really excited to release 'Kenya' as part of the RAIN partnership. The artists involved have shown a massive amount of commitment and determination, and we hope to achieve and exceed our fundraising target," says Lynne Crowther from Coca-Cola's Live Positively Collective, who coordinated the partnership.

## Water: a basic human right

The song, inspired by Kenya, was written by Taylor, a singer-songwriter from the U.S., with guest performances by Knowles and Twin Shadow. The video is based on material shot in Kenya by acclaimed director Natalie Johns, who traveled to the country with the [Coca-Cola Europe media trip](#) to learn more about access to water and sanitation.

The video, accompanied by a behind-the-scenes "making of" mini-documentary, was filmed in the Kibera slum of Nairobi and the rural region of Kirindon. It movingly depicts some of the basic challenges people face in accessing clean and safe water, as well as some of the solutions to help them. It also highlights some of the important work carried out by RAIN, and the benefits it brings to local communities.



Proceeds from downloads will be used to fund three RAIN projects in Africa.

Commenting on her involvement with "Music for RAIN", Knowles said: "Water is a necessity, it's not a privilege. The 'Music for RAIN' project gives everyone a chance to contribute and play a part in improving the situation."



RAIN helps local communities in Africa gain access to safe drinking water.

The Coca-Cola Africa Foundation was established in 2001 to implement our community initiatives in Africa. The Foundation has overseen more than 130 programs in 32 countries across Africa, reaching more than one million people since its inception.

RAIN brings together businesses, NGOs, local government and individuals committed to tackling the problem of access to water and sanitation in communities throughout Africa. Its projects help communities access safe drinking water, with the aim of providing at least two million Africans with clean water and sanitation by 2015.

William Asiko, Director of The Coca-Cola Africa Foundation, concludes: "We realize that no one organization can solve the problem of access to water and sanitation across Africa. With RAIN, we hope to start a social movement and galvanize people into action."

## Coca-Cola Music 24hr Session

The Music for RAIN track is part of Coca-Cola's broader commitment to the RAIN Initiative, which will also benefit from the involvement of the band Maroon 5 in the "Coca-Cola Music 24hr Session." The band will write and record a brand new song in just 24 hours, inviting fans from across the world to inspire them throughout the process.

Taking place on March 22 in London, this epic session will be streamed live at [www.coca-cola.com/music](http://www.coca-cola.com/music), where fans will be able to interact with Maroon 5 and lend their creative inspiration to lyrics, riffs and rhythms for the new song. By downloading the track, which will be available to consumers at no charge, a donation will be triggered by The Coca-Cola Company, on behalf of the first 100,000 music fans, for the RAIN Initiative.



## Live Positively

Live Positively is our Company's commitment to making a positive difference in the world. Through redesigning the way we work and live, sustainability is an integral part of how we operate, drive business growth and create a more sustainable world. [Find out more](#)

## Music for RAIN

Watch the 'Kenya' video and hear the track [here](#).

