

## From Stage 29 at Paramount Studios, It's Sprite Night with Arsenio Hall

**National Promotion for Sprite Features Sweepstakes To See 'The Arsenio Hall Show, Live**

ATLANTA, March 22 -- The "People's Choice" Favorite Late-night Talk Show Host, Arsenio Hall, will add his own comic twist to Sprite this spring.

Coca-Cola USA this month launches a major national promotion exclusively for Sprite, the nation's leading lemon-lime soft drink, and diet Sprite, one of the country's fastest-growing diet soft drinks.

The extensive spring emphasis period for Sprite will combine the "I Like the Sprite in You" campaign with a national "Sprite Night" sweepstakes centered around one of America's hottest entertainers. Mr. Hall will be featured in television, print and point-of-sale advertising, and his alter-ego/brother rapper Chunky A will be featured in radio spots.

On May 18, the studio audience of "The Arsenio

Hall Show" will be packed with more than 300 sweep-stake winners for an exclusive "Sprite Night" taping of the highly rated talk show.

The "Sprite Night" guests also will be invited to a private backstage party hosted by Mr. Hall after the program. Coca-Cola Bottlers around the country will give away trips locally to the special night.

Many of the 201 "Arsenio Hall Show" affiliate stations also will be participating with local promotions and giveaways.

"Sprite, with the unexpected twist of Lyman, goes with those lighter, funnier moments in people's lives," said Michael A. Beindorff, vice president, Marketing Planning, Coca-Cola USA. "And we think the people who line up for tickets and watch Arsenio Hall on TV are the kind of people who drink



Arsenio Hall

Sprite."

Ten national sweepstakes winners and 300 local winners will be selected for the four-day, three-night Hollywood trip.

Entry forms will be

available beginning March 26 through Sprite displays at participating stores. Forms also will appear in advertising in Rolling Stone, People, TV Guide and Jet magazines.



Denzel Washington, shown above, received an Oscar Monday night for best supporting actor for his role in "Glory." His was only the fourth Oscar to have ever been given to an African American.

## Sonny Turner Brings His Magic to Aladdin Sinbad Lounge

Lead singer for the Platters for ten years, Sonny Turner is one of the all time greats in music! His music has thrilled audiences for years and fans are happy he decided to go into music instead of his original intended field of boxing.

Sonny's father was a welterweight boxer so as he got older he tried his hand at boxing and became a Golden Gloves boxer, but after a couple of years of slugging and getting slugged, he had second thoughts on making boxing his career. Instead, he followed his mother's direction and began what was to be a fantastic singing career that has brought joy to many.

Sonny Turner has played with the best and is the best! Reminiscing on his start with the Platters, Turner says, "I was the opening act for comedian Redd Foxx at the Music Box in Cleveland and was doing a lot of different material by Tony Bennett, Sammy Davis, Jr., Jackie Wilson, Johnny Mathis, and Frank Sinatra. One day, Cleveland disc jockey Bill Crane dropped in to see me perform and thought I would make a good replacement for Platter's lead singer Tony Williams who was leaving to

pursue a solo career." Turner got the part and the rest is history.

Turner can be seen nightly

except Mondays from March 27-April 8 in the Sinbad Lounge at the Aladdin Hotel-Casino.

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