COKE ZERO PREMIUM EVENT COMING TO UH CAMPUS

Houston, Sept. 18, 2012 – What do you get when you combine Coca-Cola products, wireless headsets and an inflatable dance tent with live DJs?

The answer is the Coke Zero Premium Event, and it’s coming to the University of Houston campus on Thursday, Oct. 4.

The free party-like atmosphere will be from 6 to 10 p.m. in Butler Plaza. Students who enter the venue area will be handed wireless headsets, which allows them to hear music being played by three local DJs. Don’t like the song being played? Just flip a button.

“Since there will be three different DJs, when you put the headset on and you don’t like the music being played, you will have the ability to switch to another DJ. You’ll have three different options,” said Billy Garner, marketing coordinator for Auxiliary Services at UH.

At any given time, 50 people will be allowed inside the dance tent. Everyone else can hang out in an outdoor lounge area, complete with sampling bars stocked with Coke Zero products. Request your favorite song by tweeting or texting the request.

“Outside, people can hang out with their friends and listen to the music while relaxing on couches and chairs,” Garner said.

Similar events are being planned by Coca-Cola in Miami and Los Angeles.
About the University of Houston

The University of Houston is a comprehensive national research institution serving the globally competitive Houston and Gulf Coast Region by providing world-class faculty, experiential learning and strategic industry partnerships. UH serves more than 38,500 students in the nation's fourth-largest city, located in the most ethnically and culturally diverse region of the country.
FROM THE GUY WITH THE TINY MUSTACHE, TO THE MUSTACHE GUY.
A GOOD PARTY CHANGES EVERYTHING.

October 4TH
Butler Plaza (outside of Anderson Library)
University of Houston, Main Campus
6pm

To RSVP, text HOUzero to 66937

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Must be 18 or older to attend. Message and data rates may apply.