

Celebrities 'Move to the Beat' of table tennis

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Left to Right -Darius with Katy B and Mark Ronson, Darius and Mark at a Promotional photo shoot

England's 21 year old Darius Knight, a candidate to represent Great Britain at the forthcoming 2012 London Olympic Games is featured in the production "Move to the Beat" a global campaign run by Coca-Cola.

The global activation of the campaign elements will run across multiple platforms, including text messaging, mobile web and apps. Limited edition packaging promoting the campaign will also be rolled out.

Darius is one of five athlete ambassadors who have been selected to front the campaign; each athlete has provided sounds for Ronson to use.

The campaign will also include a global TV advert featuring music producer Mark Ronson, and will aim to bring teens closer to the event and to sport by harnessing their passion for music.

Read the rest of the article on the [ITTF Press Release](#)

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