Pepsi — firing the latest volley in the newly escalating marketing war with Coca-Cola Co. also will sponsor a planned world tour by the actress-singer later in 1989 after the release of her first album in three years,

Like A Prayer.
The Madonna announcement comes on the heels of industry leader Coke's new ad campaign aimed at pushing sales of Diet Coke past Pepsi, currently second in the market behind Coke

MADONNA AT CENTRE OF NEW COLA WARS

Classic. That effort marks the first time a major diet soda has squared off directly against a leading sugared competitor.

Earlier this month, Coke signed pop singer George Michael for a series of Diet Coke commercials, on top of a campaign already featuring hockey star Wayne Gretzky, model Elle Mac-Pherson and actor Don Johnson, a one-time Pepsi pitchman.

"What's obviously shaping up is George Michael and Diet Coke versus Madonna and sugar Pepsi," said Coca Cola USA spokesman Anthony Tortorici. "Frank-

ly, we like those odds.' Terms of the Madonna con-tract were not disclosed, but if history is any guide the deal with the brash singer of Like A Virgin and star of the movie Desperately Seeking Susan should be in the millions

CANADA'S

#1

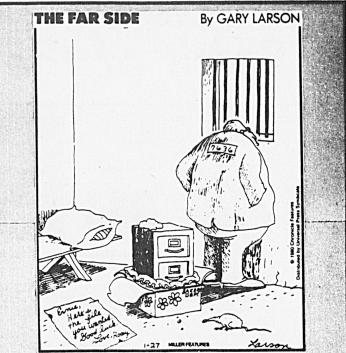
BOX OFFICES

HIT!

The Madonna deal adds a new twist to the cola wars: using a commercial to debut a song aimed at a popular audience.

Pepsi said the title track to Like A Prayer would be heard publically for the first time in a commercial to be aired in prime time early next month. The single is scheduled for release March 3, with the album to follow March 15, said Warner Bros. spokesman Bob Merlis,

"I don't recall anyone orchestrating the debut of a new record in a TV commercial," said Ken Barnes, editor of Radio and Records, a music industry trade publication in Los Angeles. "It's a new stage in the marriage be-



The Prince George Citizen — Friday, January 27, 1989

FAMOUS PLAYERS

Golden Globe **Award**

- **Nominations**
- Best Picture Drama Best Original
- Screenplay
- Best Actor Drama Best Director



RAIN MAN

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B.C. Warning: Some very coarse language, occasional suggestive scenes. No Passes Accepted For This Engagement (MATURE)

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> " 'BEACHES' IS A HIT FROM COAST TO COAST (1) It is a worthy, wondrous film, (2) one of the most heartwarming movies since 'Terms of Endearment.' They can save everyone a lot of trouble by sending the Oscar right over to Bette Midler today. (3) One is reminded of just how powerful a pop singer Ms. Midler can be. (4)

★★★**(5) (highest rating)

(1) NBC-TV, New York — Pia Lindstrom (2) TORONTO SUN — Bruce Kirkland (3) SNEAK PREVIEWS - Jeffrey Lyons (4) NEW YORK TIMES — Stephen Holden (5) CBS-TV, Los Angeles — Steve Kmetko



HERSHEY THEY MET ON A BEACH 30 YEARS AGO.

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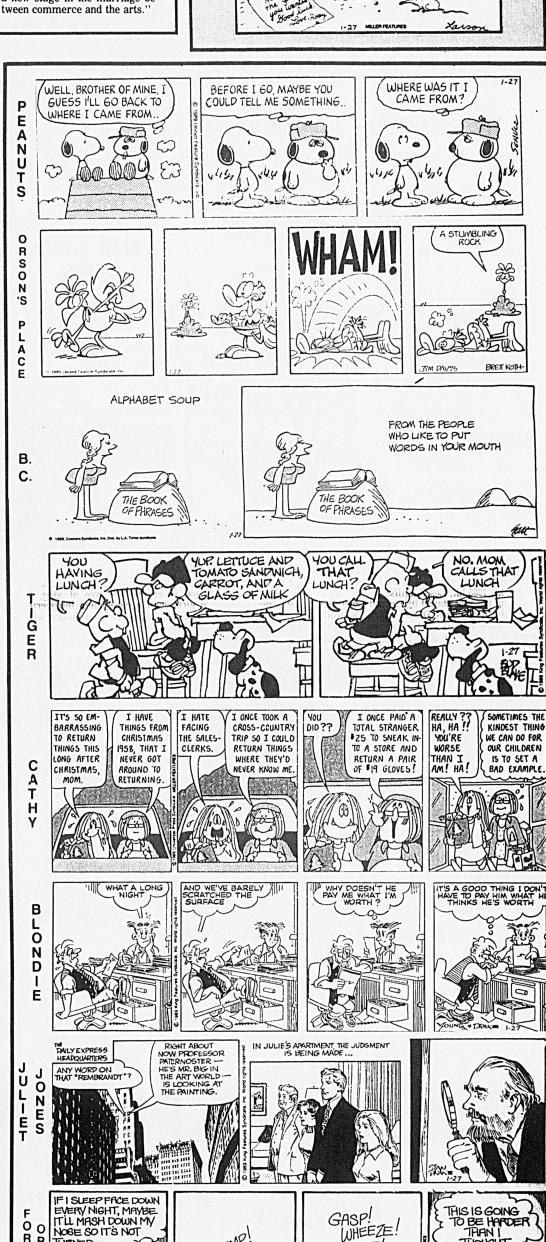
EVENINGS 7:00 & 9:00

MATURE

TURNED

UP ANY MORE

EE



THOUGHT.

ONCE UPON A TIME THERE WAS A LION WITH A THORN IN HIS PAW. A MOUSE CAME

ALONG AND PULLED IT OUT. THE GRATEFUL BEAST REWARDED THE

SUPPLY OF MOLDY

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TROUBLE

HAVE YOU EVER HEARD

THE STORY ABOUTHE LION AND THE MOUSE!