FOR IMMEDIATE RELEASE

FEBRUARY 25, 2020

A close up of a sign

Description automatically generated

**COLDPLAY RELEASE “CHAMPION OF THE WORLD” VIDEO**

PLUS NEW ACOUSTIC EP AVAILABLE VIA APPLE MUSIC

[](https://youtu.be/kayI9QB1-IA)

**Coldplay** have today premiered the video for “**Champion Of The World**,” from their critically-lauded new album ***Everyday Life***.

The video was filmed in Los Angeles by French director **Cloé Bailly.** You can watch it at <https://youtu.be/kayI9QB1-IA> now.

Says Cloé: *“The video is about this magic power that kids have to switch off from reality and jump into their own world.”*

The video comes hot on the heels of the video for “**Cry Cry Cry**,” which was directed by **Dakota Johnson** and **Cory Bailey** and is available to watch at <https://youtu.be/lA9-TQE3lTM>.

The band’s new ***Coldplay Reimagined*** acoustic EP / short film is also out this week on **Apple Music**. It features Chris Martin & Jonny Buckland’s stripped-back performances of “**Cry Cry Cry**,” “**BrokEn**” and “**Champion Of The World”** from ***Everyday Life*,** and is available at <https://apple.co/coldplay>.

[Click here](https://press.atlanticrecords.com/coldplay/) to download hi-res album artwork and band photo.

For more information please visit [**Coldplay.com**](https://www.coldplay.com/) or contact:

Sheila Richman (Atlantic Records) – [sheila.richman@atlanticrecords.com](mailto:sheila.richman@atlanticrecords.com)

Ted Sullivan (Atlantic Records) – [ted.sullivan@atlanticrecords.com](mailto:ted.sullivan@atlanticrecords.com)