



COCA-COLA FOOTBALL STARS TRANSFORMING TALENTED SOUTH AFRICAN FOOTBALLERS' DREAMS INTO REALITIES

Johannesburg, 21 May 2008 – Finding potential world-class players has become a high priority for South African football and **Coca-Cola South Africa**, together with the South African Football Associations (SAFA) Soccer School, plays a part in this development process through the Coca-Cola Football Stars initiative.

The ever-popular Coca-Cola Football Stars returned to South African screens on May 18. The 10-episode reality show promises to portray all the drama, hopes and glory of aspiring and passionate young football stars.

Coca-Cola Football Stars is an initiative in search of the best Under-18 high school football team, as well as the best individual talent in South Africa. The tournament covers all nine South African provinces, with well over 3000 football teams from different schools, and gives high school players a real opportunity to become professional football players.

The initiative started in 2005, with no fewer than nine players getting an opportunity to realise their dreams to become professional footballers, by joining popular South African teams such as Kaizer Chiefs and SuperSport United.

“Not only does the show teach the students about football, but it also incorporates life skills training and community work. We are looking at the ‘complete player’ this year and driving home the point that it takes more than just great football skills to be a good player. Tasks such as ‘the biz of 2010’ and ‘amazing race’, to name a few, have been incorporated into the life skills programme,” said Brad Ross, Assistant Brand Manager for Trademark Coca-Cola.

Coca-Cola Football Stars talent scouts - Clive Barker, who led South Africa to victory in the 1996 African Nations Cup and Kenny Niemach, former Sundowns and Kaizer Chiefs player - will travel throughout the country and attend the school tournaments in search of the best individual players.

A squad of 15 will be selected from 100 hopefuls and taken to the High Performance Centre at the University of Pretoria, where they will receive intense training and coaching aimed at refining their skills.

High-profile football legends such as Abedi Pele, Mark Williams, Pitso Mosimane and Andre Arendse will give the players a broader learning experience to help them become well-rounded players, both on and off the field. Coca-Cola South Africa will also provide the best 15 with the opportunity to travel the world and play against the best teams, such as the Real Madrid development teams.

Do not miss these real-life stories of amazing football journeys - Coca-Cola Football Stars - Real Dreams Made Real.

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Photo caption: The CCFS 2008 Champions, Cloetesville High School, future South African football stars – Real Dreams made Real!

