

The Coca-Cola Company

news release



Coca-Cola Park unveiled as a multi-purpose venue

Johannesburg, 9 August, 2008 – Coca-Cola South Africa (CCSA) and the Golden Lions Rugby Union (GLRU) recently announced a partnership which saw the Ellis Park Stadium renamed as Coca-Cola Park – an event that has heralded a new era in the rich history of the venue.

Renovations to Coca-Cola Park are at an advanced stage. On completion, the stadium will become a multi-purpose venue which will include rugby, soccer, music and a convention centre with a state-of-the-art auditorium.

CCSA Marketing and Commercial Leadership Director Ilan Sobel said the company was forming a partnership with the GLRU, owners of the stadium, at a time when South Africa was entering an electrifying era in sport and entertainment, and is becoming a sought-after country where global corporate and government organizations were coming to host special events.

He said the partners are working towards making Coca-Cola Park the country's most sought-after venue.

"Coca-Cola Park fits in with our brand strategy, our approach to consumers and fans, and our belief and commitment around the key passion points of consumers," Sobel said. "To be part of the transformation from a sports facility to a multi-purpose venue is in line with Coca-Cola South Africa's vision of contributing to building a better country within which we do business."

All Coca-Cola Park initiatives are geared towards complementing the vision of the City of Johannesburg to turn the Ellis Park precinct – which includes the Johannesburg Athletic Stadium, the Indoor Arena, the Ellis Park Swimming

Pool and the Tennis Arena – into a safe and attractive multi-sports entertainment area in Johannesburg.

GLRU President Professor Jannie Ferreira said that the Coca-Cola Park vision is fast becoming a reality as a result of the support from CCSA.

To ensure that Coca-Cola Park continues to meet international standards, and to introduce state-of-the-art equipment and initiatives to enhance the fan experience, massive funding was required. It had become necessary to re-look the stadium utilization, something that will now be accomplished by generating funds all year round.

“Our vision is now to focus on the look and feel of the stadium and precinct and make it an entertainment area that is accessible and safe. We want to give unbelievable experiences to everyone – from lovers of football, rugby and music, to corporate companies that can use our legacy and tradition to promote their brand and teach staff values,” said Professor Ferreira.

Mr Sobel concurs: “Coca-Cola™ as a brand has always strived to inspire deep-rooted optimism in consumers. Over the past 125 years the brand has inspired consumers from all backgrounds and cultures always to view life with an optimistic and positive lens. This is expressed in the brand’s current campaign, ‘Live on the Coke Side of Life.’”

The two partners’ vision is that Coca-Cola Park will continue to deliver world-class entertainment to the fans and expand this to include the corporate world, while retaining the stadium’s legacy.

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