

The Coca-Cola Company
news
release

A welcome note from Zakumi

Hello!

I know you have all been anxiously waiting to meet me... So allow me to quickly introduce myself...

My name is Zakumi and I am the Official Mascot of the 2010 FIFA World Cup South Africa™. I came into the world in the year 1994 at the same time that our beloved country was newly born.

I know I'm a cute and handsome fella so I don't think I need to say any more about that. You know, us leopards are beautiful animals to start with, but my green hairdo gives me the edge over my fellow cats. I'm sure I don't have to explain to you why I dyed my hair green... it's the perfect camouflage on the football pitch!

Speaking of football, the FIFA World Cup™ is coming to South Africa!!

I can't tell you how much I am looking forward to this spectacular event in my beloved home country. All fans from around the world travelling to South Africa for the event will have an unforgettable time! I will try to play my part in welcoming them with open arms and showing them around before and during the event. Apart from all the other important things I am being asked to do of course ...

So what else is there for me to say other than ...

Have fun and I will see you around!

Zakumi

Ends

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The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola, recognized as the world's valuable brand, the company markets four of the world's five nonalcoholic sparkling brands, including Diet Coke, Fanta and Sprite, and a wide range of other beverages, including diet and light beverages, waters, juices and juice drinks, teas, coffees, energy and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.5 billion servings each day. For more information about The Coca-Cola Company, please visit our website at www.thecoca-colacompany.com.
