

The Coca-Cola Company
news
release

Coca-Cola South Africa Associates give Paralympians a heroic welcome

The Coca-Cola South Africa Head Office in Parktown was recently abuzz with excitement when the national Paralympic Team visited Associates as part of their victory tour to thank the sponsors. The Team made South Africa proud with its heroic performances in Beijing recently, where it amassed 30 medals – 21 gold, three silver and six bronze.

Public Affairs and Communications Director Kaizer Nyatumba welcomed the guests: “We are proud to be associated with the team. We watched with pride as you won medal after medal, keeping us glued to our television screens throughout the competition. We hope that your accomplishments will rub off on all of us”, said Nyatumba.

Speaking on behalf of the Paralympians team, Mr. Andy Scott of the South Africa Sports Confederation and Olympics Committee thanked Coca-Cola for its sponsorship, and said the athletes were honoured to be associated with a leading international brand like Coca-Cola.

“We are pleased to have you as one of our sponsors. It is a privilege for us to be associated with such a big brand, and we hope our relationship will grow stronger after our achievement in Beijing,” said Scott.

Excited Associates lined up to have photos taken with the Paralympians, with swimmer Natalie du Toit and the Powerade-sponsored Oscar Pistorius very much in demand. The Paralympians were treated to lunch with Associates, during which Associates continued to congratulate them on their fantastic achievement.

South Africa, which obtained only one silver medal in the Olympics, managed to end up being number six on the medals list for the Special Olympics.



L to R - Director for Public Affairs and Communications, Kaizer Nyatsumba; Natalie du Toit; Lanya Stanek, Head of Intergrated Marketing Communications (IMC); Oscar Pistorius and Andy Scott from the South Africa Sports Confederation and Olympics Committee.



CCSA Associates with some of the Paralympic Team members.

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The Coca-Cola Company

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