

16 April 2010

## **The World Cup™ Trophy is coming to Athlone**

The solid-gold World Cup™ Trophy, the most coveted prize in world sport, will be on show in Athlone on Saturday, 8 May.

This is a unique opportunity for the people of Athlone to see the Trophy up close and participate in a number of World Cup related activities organised by Coca-Cola, the sponsors of the 2010 World Cup Trophy Tour™.

“The City of Cape Town is ready and waiting for the 2010 FIFA World Cup,” says the Executive Mayor, Clr Dan Plato.

“This tour will harness the spirit and energy we as a country needs to ensure the success of this once-in-a-lifetime event,” says Mayor Plato.

The event in Athlone will start at 08h00 and continue till 18h00 in the evening.

The World Cup Trophy arrives in Cape Town on the final leg of its global tour during which it travelled across the world in 225 days, and was seen and admired by millions of people in 86 countries.

Now, the solid-gold Trophy is in the Mother City to be seen and admired by local communities before it is handed over to the captain of the winning team of the 2010 FIFA Soccer World Cup™ on 11 July.

Onwell Msomi, General Manager 2010 FIFA World Cup™ of Coca-Cola South Africa, the sponsors of the Trophy Tour, says it is an once-in-a-lifetime experience for the people of Cape Town to see the Trophy in their own area -- and to participate in the festivities accompanying such an important event.

“We’ve kept the best for last,” says Msomi. “This is probably the only time the trophy will ever visit Athlone. It arrives in Cape Town on 7 May and will then be taken into the community – with events scheduled in Khayelitsha, the Waterfront and Athlone.

Mr Msomi says ordinary South Africans can enjoy the euphoria of the FIFA 2010 World Cup™ and about 800 people per event will have the opportunity to be photographed in front of the cup.

“Everyone will get to see the Trophy up close and enjoy the wide variety of entertainment and activities on the day.”

“This is the first time ever that the Trophy has made an extended trip across the length and breadth of the host country. It will visit 33 cities, towns and villages in a tour lasting a month. Coca-Cola wants to ensure that the largest possible number of South Africans can share in World Cup fever.

“Not everybody will be able to see a World Cup match live in a stadium... but you will have an opportunity to experience the Coca-Cola Trophy tour,” says Msomi.

The Road to Athlone started in Zurich, Switzerland on 21 September 2009 when the President of FIFA, Sepp Blatter and Coca-Cola Chairman and CEO, Muhtar Kent, took the first steps with the Trophy on its 134,017 kilometre journey.

Its first stop was in Cairo, Egypt before criss-crossing Africa, touching down in more than 50 capitals on the continent. It was in Cape Town, briefly, for the World Cup Draw in December 2009 before continuing on its global journey.

On a tight schedule and with even tighter security the valuable trophy was transported in a plane, specially commissioned by Coca-Cola. For the South African leg of the tour it will travel in a specially branded helicopter, followed on the road by a large support team who will run and stage the events.

In terms of FIFA rules, only Heads of State and the victorious captains and coaches may touch this valuable trophy which has been the symbol of sporting excellence since it made its first appearance at the 1974 World Cup finals.

But for the people of Athlone there will be an opportunity to get close to the trophy and for some lucky winners of the Coca-Cola Pashasha competition there will be a bonus chance to have their pictures taken with this iconic symbol of 2010.

Speaking at the launch of the Trophy Tour in Zurich, FIFA’s Sepp Blatter said: “The global reach and marketing expertise of our partner Coca-Cola is an

enormous benefit in strengthening the game and helps us to reach more people across the globe. This campaign captures both the unique spirit of the continent of Africa and the celebrations that football inspires.”

“We want to invite people to come to the venues while the trophy is in the province,” says Msomi. “There will be fun-filled activities that will appeal to all ages including a number of well-known artists.”

“The Coca-Cola Trophy Tour will never again come to Athlone in our lifetime. This is an opportunity to join all South Africans and claim your own special memory of the 2010 FIFA World Cup,” says Msomi.

For more information on the South African leg of the FIFA World Cup™ Trophy Tour please visit [www.cocacola.co.za/2010](http://www.cocacola.co.za/2010)

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### **Towns to be visited in the Western Cape**

<b>Western Cape</b>	<b>Date</b>
<b>Khayelitsha</b>	<b>07 May 2010</b>
<b>Athlone</b>	<b>08 May 2010</b>
<b>Waterfront</b>	<b>09 May 2010</b>
<b>Worcester</b>	<b>10 May 2010</b>
<b>Paarl</b>	<b>11 May 2010</b>
<b>George</b>	<b>11 May 2010</b>

### **The Coca-Cola Company**

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with nearly 500 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, POWERADE, Minute Maid and Georgia Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of nearly 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our Web site at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com)

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