

26 April 2010

## **The road to the Eastern Cape – The FIFA World Cup™ is coming to you**

**26 April 2010** -- The FIFA 2010 World Cup™ Trophy arrives in the Eastern Cape on 12 May -- having travelled around the world in 225 days, and been seen and admired by millions of people in 86 countries.

Now the solid-gold Trophy – the most coveted prize in world sport – is in the Eastern Cape on the final leg of its remarkable journey that will end on 11 July when it is handed over to the captain of the winning team of the 2010 FIFA Soccer World Cup™.

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 the Eastern Cape 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 the Eastern Cape. When it arrives on 12 May it will be taken into the community – with events scheduled for the Nelson Mandela Bay, Mdantsane/ Buffalo City and Mthatha.

“The Province of the Eastern Cape is excited to welcome the World Cup Trophy to its shores,” says the MEC for Sport, Recreation, Arts and Culture, Ms Xoliswa Tom.

“This Trophy is an assurance that the time has come.... We can feel it, it is here,” says MEC Tom.

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 with the FIFA World Cup™ trophy.

“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.

In the Eastern Cape the Trophy Tour will draw crowds at three venues:

- Port Elizabeth – ETC Conference Centre - 12 May - 10h00 to 18h00
- Buffalo City / Mdantsane – Sisa Dukashe Stadium – 13 May – 10h00 to 18h00.
- Mthatha – Walter Sisulu Stadium - 14 May – 10h00 to 18h00.

The Road to the Eastern Cape 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 the Eastern Cape 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 not come to the Eastern Cape in our lifetime again. This is an opportunity to join all South Africans and claim your own special memory of the 2010 FIFA World Cup," says Msomi.

As part of its 2010 Legacy Projects Coca-Cola has also made a commitment to provide clean drinking water and sanitation facilities to thousands of schoolchildren and their immediate communities throughout South Africa.

In the Eastern Cape the St Ignatius School in Kirkwood with 435 learners will be among the first beneficiaries of the *Water for Schools* initiative that will be implemented in 100 schools across the country as a community-based programme of water stewardship by the end of 2010.

"Part of our policy is to give back to communities that we do business in by contributing towards improving their lives. We want to make a difference, by leaving a lasting legacy of water sustainability in Africa and beyond," says Sherree Shereni, Program Director of The Coca-Cola Africa Foundation.

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)

Ends

---

**For further media information, please contact:**

For media enquiries:

Sammy Mohlaoli

Senior Communications Manager Coca-Cola South Africa

Tel: +27 11 644 0528

Fax: +27 11 644 0766

Mobile: +27 79 525 6934

E-mail: [smohlaoli@afr.ko.com](mailto:smohlaoli@afr.ko.com)

## Towns to be visited in the Eastern Cape

Eastern Cape	Date
Port Elizabeth	12 May 2010
East London	13 May 2010
Mthatha	14 May 2010

### **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)