

## **2010 FIFA WORLD CUP TROPHY™ AND ARTISTS WILL ROCK WORCESTER**

3 May 2010

The 2010 World Cup Trophy™ will arrive in Worcester next week accompanied by quality entertainers and a wide range of fun activities that will appeal to both young and old.

The solid-gold Trophy, one of the most recognisable icons of global sport, will be on display at the Worcester Town Hall 10h00 to 18h00 on Monday 10 May.

Onwell Msomi, the General Manager 2010 FIFA World Cup™ for Coca-Cola South Africa, the sponsors of the Trophy Tour says: "We have kept the best for last. This is an opportunity to celebrate the first FIFA World Cup™ tournament on African soil and prepare the mood of the people of the Cape a mere few days before the kick-off on 11 June."

Local Afro-soul artist, Nomfusi, will lead the entertainment supported by a number of other local artists. The Khayelitsha-born Nomfusi, who this year performed at international festivals in New York, Canada and Latvia, is widely regarded as one of the fastest rising stars on the local music scene.

But the FIFA World Cup™ will remain the star of the show. Fresh from its global tour of 86 countries in 225 days it is now time for the people of Cape Town to get close to and admire this famous trophy.

"This is a great opportunity for our people to share in the national excitement about the 2010 FIFA World Cup™," says Clr Charles Ntsomi, the Executive Mayor of the Breedevallei.

"We appeal to all the people of Worcester, Rawsonville, De Doorns and Touwsriver to join the national euphoria as the FIFA World Cup™ Trophy passes through our municipality," says Mayor Ntsomi.

Fortunate winners of Coca-Cola's Pashasha Moment competition will share the opportunity with VIP guests and celebrities to be photographed with the

FIFA World Cup™ Trophy and receive a high quality colour moment to capture this once-in-a-lifetime moment.

For all other spectators Coca-Cola will provide a day filled with fun and excitement designed to put them in the mood for the start of the 2010 FIFA World Cup™, now less than a month away.

Among the activities lined up are movie screenings, live artists, DJs and dancers, contests and give-aways, games and contests to select the best corner flag celebrations.

“The FIFA World Cup™ Trophy Tour will never again come to the Breedevallei 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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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)

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<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>