

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

4 May 2010

The 2010 World Cup Trophy™ will arrive in Athlone on Saturday, 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 Alexander Sinton High School from 10h00 to 18h00 on 8 May.

Onwell Msomi, 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 World Cup tournament on African soil and prepare the mood of the people of the Cape just 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 there is now an opportunity for the people of Cape Town to get close to and admire this famous trophy.

The Executive Mayor of Cape Town, Clr Dan Plato, says: “The Trophy Tour will harness the spirit and energy we as a country need to ensure the success of this once-in-a-lifetime event.”

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 unique 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 a competition to select the best corner flag celebration.

“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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Western Cape	Date
Khayelitsha	07 May 2010

<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>