

2010 FIFA WORLD CUP TROPHY™ AND ARTISTS WILL ROCK KHAYELITSHA

3 May 2010

The 2010 FIFA World Cup Trophy™ will arrive in Khayelitsha this 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 O R Tambo Sports Centre from 10h00 to 18h00 on Friday 7 May.

Onwell Msomi, the General Manager 2010 FIFA World Cup™ of 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.

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 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 Coca-Cola Trophy Tour will never again come to Khayelitsha 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

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The Coca-Cola Company

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Western Cape	Date
Khayelitsha	07 May 2010
Athlone	08 May 2010
Waterfront	09 May 2010
Worcester	10 May 2010

Paarl	11 May 2010
George	11 May 2010