

Getting to the FIFA World Cup™ touchline

May 2010

Soccer-savvy youngsters will get a touchline view of the greatest show on earth when they act as Ball Crew at the 2010 FIFA World Cup™.

Youngsters selected as members of the Coca-Cola Ball Crew will enjoy an experience of a lifetime when they share a pitch with the likes of Coca-Cola ambassadors such as Steven Pienaar and Wayne Rooney during the 2010 FIFA World Cup™ games. They will play the critical role of serving as ball crew for 32 of the sixty-four matches of the tournament.

“This is truly an experience of a lifetime for our soccer-crazy South African youngsters,” says Onwell Msomi, General Manager 2010 FIFA World Cup of Coca-Cola South Africa. “The youth will participate in many programmes during the 2010 FIFA World Cup™ - but only members of the Ball Crew will be on the pitch and be part of the action for the duration of every game.”

Coca-Cola, a primary partner of the 2010 FIFA World Cup™, recruited, selected and will deploy the members of the Ball Crew for half of the 64 matches at the 10 stadiums. The youngsters will receive training from FIFA officials.

The job of the Ball Crew is to retrieve the balls that have crossed over the touchline and to get them back into the action. They are an essential part of the match, helping to speed up the action during game time.

One Ball Crew will consist of 14 kids and each Ball Crew will be part of the organisation of the game during one of the matches.

But before they can share the pitch with the superstars and modern idols of the beautiful game, the prospective Ball Crew members had to pass their own set of rigorous requirements:

- Ball Crew members must be between the ages of 15 and 17 at the time of the 2010 FIFA World Cup™;

- their schools must have been participants in the COPA Coca-Cola Football Stars tournament and registered for the Ball Crew programme;
- only schools within a 40km radius of FIFA World Cup stadiums were considered;
- the first 30 schools in each region to register then participated in a collection drive in aid of recycling; ;
- participating schools who collected the most Coca-Cola plastic products (PET) for recycling; and
- the schools that collected the most plastic bottles supplied the Ball Crew members for the stadium in their regions.

Ball Crews are drawn from the COPA Coca-Cola Football Stars participating schools to ensure that the youngsters have the requisite football knowledge and skills.

Youngsters representing the Coca-Cola Flag Crews will also play a prominent part in the build-up to each match. They will carry the flags of the competing countries onto the field of play prior to the kick-off.

As part of its massive investment in local football, Coca-Cola is the sponsor of the annual COPA Coca-Cola Football Stars tournament for talented Under-18 players. South Africa will, in May 2010, host teams from 13 African regions in the COPA Coca-Cola Inter-Africa tournament in Ekurhuleni.

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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