



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

10 May 2010

The 2010 World Cup Trophy™ will arrive in Port Elizabeth 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 ETC Conference Centre from 10h00 to 18h00 on Wednesday 12 May.

Onwell Msomi, General Manager 2010 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 Nelson Mandela Bay just days before the kick-off on 11 June.”

Kwaito group Big Nuz will lead the entertainment supported by a number of other top artists. Big Nuz was the star of this year’s SAMA Awards, walking away with no less than three prizes, for Record of the Year, Album of the Year and Best Kwaito Artists.

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 Port Elizabeth to get close to and admire this famous trophy.

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

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)

**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)