



The road to Kwazulu Natal – The 2010 FIFA World Cup™ Trophy is coming to you

The 2010 FIFA World Cup™ Trophy reaches KwaZulu-Natal on 15 May -- having travelled around the world in 225 days, and been seen and admired by millions of people in 86 countries.

Now, the solid-gold Trophy – the most coveted prize in world sport – is in KZN on the final leg of its remarkable journey that will end on 11 July when it is handed over to the captain of the winning team of the 2010 FIFA Soccer World Cup™. .

Onwell Msomi, General Manager of the 2010 FIFA World Cup™ project at Coca-Cola South Africa, the sponsors of the Trophy Tour, says it is an once-in-a-lifetime experience for the people of Kwazulu Natal to see the Trophy in their own area -- and to participate in the festivities accompanying such an important event.

“We’ve kept the best for last,” says Msomi. “This is probably the only time the trophy will ever visit KZN. When it arrives on 15 May it will be taken into the community – with events scheduled for Durban, Umlazi, Richards Bay, and Pietermaritzburg.

“It is great to know that the 2010 FIFA World Cup™ Trophy is coming to our province,” says the MEC for Arts, Culture, Sport and Recreation, Ms Wesizwe Thusi. “I have no doubt that our community will turn out in droves to celebrate the event and join in the festivities.”

Mr Msomi says ordinary South Africans can enjoy the euphoria of the 2010 FIFA World Cup™ and about 800 people per event will have the opportunity to be photographed with the 2010 FIFA World Cup™ Trophy.

“Everyone will get to see the Trophy up close and enjoy the wide variety of entertainment and activities on the day.”

“This is the first time ever that the Trophy has made an extended trip across the length and breadth of the host country. It will visit 33 cities, towns and villages in a tour lasting a month. Coca-Cola wants to ensure that the largest possible number of South Africans can share in World Cup fever.

“Not everybody will be able to see a World Cup match live in a stadium... but you will have an opportunity to experience the 2010 FIFA World Cup™ Trophy Tour,” says Msomi.

In KwaZulu-Natal, the 2010 FIFA World Cup™ Trophy Tour will draw crowds at four venues:

- Durban – Sun Coast Casino – 15 May from 10h00 to 18h00
- Umlazi – Mega City – 16 May from 10h00 to 18h00
- Richards Bay – Isikhaweni Community Hall – 17 May from 10h00 to 18h00
- Pietermaritzburg - venue to be confirmed – 18 May from 10h00 to 18h00

The Road to KZN started in Zurich, Switzerland on 21 September 2009 when the President of FIFA, Sepp Blatter and Coca-Cola Chairman and CEO, Muhtar Kent took the first steps with the Trophy on its 134,017 kilometre journey.

Its first stop was in Cairo, Egypt before criss-crossing Africa, touching down in more than 50 capitals on the continent. It was in Cape Town, briefly, for the World Cup Draw in December 2009 before continuing on its global journey.

On a tight schedule and with even tighter security the valuable trophy was transported in a plane, specially commissioned by Coca-Cola. For the South African leg of the tour it will travel in a specially branded helicopter, followed on the road by a large support team who will run and stage the events.

In terms of FIFA rules, only Heads of State and the victorious captains and coaches may touch this valuable trophy which has been the symbol of sporting excellence since it made its first appearance at the 1974 World Cup finals.

But for the people of KwaZulu-Natal there will be an opportunity to get close to the trophy and for some lucky winners of the Coca-Cola Pashasha competition there will be a bonus chance to have their pictures taken with this iconic symbol of 2010.

Speaking at the launch of the Trophy Tour in Zurich, FIFA's Sepp Blatter said: "The global reach and marketing expertise of our partner Coca-Cola is an enormous benefit in strengthening the game and helps us to reach more people across the globe. This campaign captures both the unique spirit of the continent of Africa and the celebrations that football inspires."

"We want to invite people to come to the venues while the trophy is in the province," says Msomi. "There will be fun-filled activities that will appeal to all ages including a number of well-known artists."

"The 2010 FIFA World Cup™ Trophy Tour will not come to KwaZulu-Natal in our lifetime again. 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 2010 FIFA World Cup™ Trophy Tour please visit 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

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