

2010 FIFA WORLD CUP TROPHY™ AND ARTISTS WILL ROCK BETHLEHEM

13 May 2010

The 2010 World Cup Trophy™ will arrive in Bethlehem in the next few days 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 Bohlokong Stadium on Wednesday 19 May from 10h00 to 18h00. Those few lucky winners of Pashasha moment-tickets must, however, already be at the venue at 08h00, as that special moment can only be celebrated between 08h00 and 10h00.

Onwell Msomi, the General Manager 2010 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 World Cup tournament on African soil and prepare the mood of the people of the Eastern Free State just days before the kick-off on 11 June.”

“The Free State, the Province with the Passion for the Game, is excited at the prospect of the FIFA World Cup Trophy reaching us,” says the MEC for Sports, Arts, Culture and Recreation, Mr Dan Kgothule. “The football-loving people of our province welcome this treasured global ornament with passion and exhilaration!” says MEC Kgothule.

The highly acclaimed 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 time for the people of Dihlabeng 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 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 just days 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 FIFA World Cup Trophy will not come to Bethlehem 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 FIFA World Cup™ Trophy Tour please visit www.cocacola.co.za/2010

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The Coca-Cola Company

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