

SEDIBENG TO SHARE IN FIFA WORLD CUP™ TROPHY FEVER

17 May

The visit of the FIFA World Cup™ Trophy to Vanderbijlpark on 3 June will generate enthusiasm and passion for the 2010 FIFA World Cup™ which is just days away.

The solid-gold trophy will be on display at the Vaal University of Technology where members of the public will be able to see it up close, have their pictures taken and participate in wide range of activities organised by Coca-Cola, the organisers of the FIFA World Cup™ Trophy Tour.

“The 2010 FIFA World Cup™ is a once-in-a-lifetime event for all South Africans,” says Onwell Msomi, General Manager 2010 FIFA World Cup™ of Coca-Cola South Africa. “Only a limited number of people will be able to watch the games live in the stadiums. The Trophy, however, will be seen by a much larger part of the population.”

The Executive Mayor of Sedibeng, Clr Mahole Simon Mofokeng, says his municipality will provide base camps and training facilities to the teams of both Switzerland and the Ivory Coast.

“The arrival of the World Cup Trophy will be another unique opportunity for our residents to feel the excitement of this global tournament,” he says.

The Vaal has produced some of the country’s most talented players in the past such as Jomo Cosmos goalkeeper, Avril Phali, who grew up in Vereeniging, Celtic defender, Mokete Tsotetsi and former Bafana midfielder, Papi Zothwane who were born in Boipatong and Bophelong, respectively.

There is no doubt that the arrival of the FIFA World Cup™ Trophy will inspire more youngsters to take the game seriously and aspire to become part of South Africa’s soccer future.

“That the Trophy Tour comes to Sedibeng, the home-town of the soccer wizard, Bafana Bafana Captain Aaron Mokoena, makes it even more exciting for our communities,” says Mayor Mofokeng. “My sincere wish is for the trophy to remain in South Africa after the tournament.”

The event at the Vaal University of Technology will start at 09h00 on Thursday 3 June and continue till 12h00. 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 09h00.

The World Cup Trophy arrives in Sedibeng on the final leg of its global tour during which it travelled across the world in 225 days, and was seen and admired by millions of people in 86 countries.

It made its first stop in South Africa at the residence of former President Nelson Mandela in recognition of the major contribution he made in bringing the 2010 FIFA World Cup™ to the country.

Now the solid-gold Trophy is in the Vaal to be seen and admired by local communities before it is handed over to the captain of the winning team of the 2010 FIFA Soccer World Cup™ on 11 July.

“We have kept the best for last,” says Onwell Msomi. “Together with the Trophy Coca-Cola will be providing a wide range of fun-filled activities that will appeal to young and old.

“This is an opportunity to celebrate the first World Cup tournament on African soil and prepare the mood of the people of Sedibeng just days before the kick-off on 11 June.”

This is the first time ever that the Trophy has made an extended trip across the length and breadth of the host country. It is visiting 32 cities, towns and villages in a tour lasting a month. Through this tour Coca-Cola is ensuring that the largest possible number of South Africans can share in World Cup fever.

The Road to Vanderbijlpark started at FIFA headquarters 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 is travelling South Africa 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 in Sedibeng local supporters will have an opportunity to get close to the trophy. 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.

“The Trophy Tour might never again come to the Vaal 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

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@afri.co.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