

2010 FIFA WORLD CUP™ TROPHY AND ARTISTS WILL ROCK THE VAAL

May 2010

The 2010 FIFA World Cup Trophy™ will arrive in Sedibeng 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 Vaal University of Technology on Tuesday 3 June from 09h00 to 12h00. Those 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.

Onwell Msomi, the General Manager 2010 FIFA 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 Sedibeng just days before the kick-off on 11 June.”

As usual crowds will be entertained with music by DJs and the Coca-Cola Celebration Dancers.

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 Sedibeng 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 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 Trophy Tour will never again come to Sedibeng 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

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The Coca-Cola Company

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