

*Coca-Cola South Africa*  
**news**  
release

## **Bringing the 2010 FIFA World Cup™ to the heart of the nation**

It's an unprecedented move to include all South Africa in the world's biggest sporting event - and the next best thing to a 2010 FIFA World Cup™ experience.

As the official FIFA Fan Fest presenting sponsor, Coca-Cola plans to include ordinary South Africans in the FIFA World Cup™ celebrations with a rollout of live broadcasts on big screens for a total of 64 matches.

These will be screened from the 11<sup>th</sup> June to 11<sup>th</sup> July, 2010 at FIFA Fan Fests across nine host cities.

And that's not all – there will be more than 2 000 football-themed taverns in townships around the country with live broadcasts for those who want to watch in their own neighbourhood with family and friends.

“Taking the 2010 FIFA World Cup™ right into the nation's backyard, for every one of the 64 games, will bring the happiness and excitement of the tournament to ordinary South Africans,” says Zayd Abrahams, Head of Sparkling, Coca-Cola Southern Africa.

This community-oriented campaign will focus on the iconic township tavern – already places of great conviviality and happiness – and in mine canteens.

The Coca-Cola Happiness Stations at the FIFA Fan Fests -- where fans get free entrance to live broadcasts of the matches and a chance to enjoy themselves in a festive atmosphere, complete the round-up of activations offered by Coca-Cola and add to the nationwide FIFA World Cup™ Trophy Tour, presented by Coca-Cola, which is currently drawing thousands of fans.

There is a line up of entertainment at the Coca-Cola Happiness Stations – including innovative technology new to these shores - and a chance to celebrate with thousands of other fans.

In Rustenburg in the Northwest, the FIFA Fan Fest will be located at Fields College, a short distance from the city centre and 15km from the Royal Bafokeng Stadium. This venue can accommodate up to 20 000 exuberant fans.

As one of the longest standing FIFA partners since 1974, Coca-Cola is committed to bringing celebration, unique experiences and open happiness for fans and their friends throughout the whole 2010 FIFA World Cup™ Tournament.

“The iconic taverns and the Coca-Cola Happiness stations at the FIFA Fan Fests are, quite simply, going to blow fans away,” says Abrahams, “We have aimed throughout the whole of the 2010 FIFA World Cup™ to take the tournament to the people – to give ordinary South Africans, extraordinary experiences and to leave behind a legacy. All of this culminates in what we do during the games.

“We have intense programmes inside each stadium – for example we have given away 20 000 tickets to school kids, we have sponsored kids from all over the country to act as Flag Crew; we have trained kids, again from all over the country, as Ball Crew – now it is time to do something for the fans who cannot get to the games.

“We believe that the taverns and the happiness stations are going to be so exciting, they might even beat going to the game,” Abrahams said.

Further details will be announced soon.

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**The Coca-Cola Company**

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