

Coca-Cola Hosts the Final Stop of the 2010 FIFA World Cup™ Trophy Tour in Soweto

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The real, solid-gold FIFA World Cup winds up its 33-day, 38-stop tour of South Africa in a grand finale event in Soweto today.

Final stop of the 2010 FIFA World Cup Trophy™ Tour presented by Coca-Cola is the Dlamini Multipurpose Centre in Soweto where thousands are expected to see the world's most-coveted sporting icon.

Already more than 304 000 ordinary South Africans have had a chance to view the iconic trophy as Coca-Cola has presented it to communities across the country. Former President Nelson Mandela was the first to receive the trophy before it was unveiled to the public in Khayelitsha on May 7. Since then it has travelled to every province and has been welcomed by most Premiers.

Some 22 000 people have had a chance to experience their very own "Pashasha Moment" – being photographed with the trophy – which is 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.

The final appearance of the FIFA World Cup™ in Soweto on Saturday is expected to be a massive event. Premier Nomvula Mokonyane will unveil the trophy, and the Minister of Water and Environmental Affairs, Ms Buyelwa Sonjica, will speak at a special World Environment Day celebration which coincides with the trophy being on view.

"While the FIFA World Cup™ Trophy Tour has been about celebration, happiness and excitement for as many South Africans as possible, we have never lost sight of our commitment to leave a positive legacy for South Africa long after the final whistle is blown," Says Mr Onwell Msomi, the General Manager 2010 FIFA World Cup™ Project Unit at Coca-Cola South Africa. "We have taken the trophy deep into the heart of as many communities as we can – giving people the chance to have an extraordinary experience – and building the relationship they already have with Coca-Cola.

"The FIFA World Cup™ Trophy Tour has added enormous value which builds on all the other things we do – whether it is giving kids the opportunity to see the games; as 20 000 Ticket Fund winners will experience; or giving Flag and Ball Crews the once-in-a-lifetime opportunity to experience

the 2010 FIFA World Cup™ as participants on the field.

“Part of the Coca-Cola culture is to live for a difference in everything we do and this is why we are bringing scarce water resources to more than a 100 schools and their communities in South Africa, through our Replenish Africa Initiative. (RAIN) It is why, for the 17th year in a row, we are behind the COPA Coca-Cola Football Stars tournament. It has already produced stars like Mandla Masango (Kaizer Chiefs and South Africa Under 20), Happy Jele (Orlando Pirates) and Siyabonga Xulu (Mamelodi Sundowns) and this year is an inter-Africa tournament; and it is why the Coca-Cola sponsored FIFA fanfests will offer free access and all the excitement of being at the games for those who could not afford or did not manage to buy tickets.”

He adds: “We have wanted to use our involvement with the 2010 FIFA World Cup™ as a force for good. We are really proud to have achieved that and to have opened happiness everywhere we have gone.”

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The Coca-Cola Company

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