

Coca-Cola Celebrates World Environment Day in Soweto

The final stop of the 2010 FIFA World Cup Trophy™ Tour is this Saturday (5 June) in Soweto, Johannesburg, and it is also the United Nation's World Environment Day - a call to action that lies at the very heart of the tour and all its legacy projects. And it is a day that won't be overlooked in all the hype.

"While we have wholeheartedly joined in the celebrations and excitement around the tournament and tried to bring the excitement to 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 Onwell Msomi, the General Manager 2010 FIFA World Cup™ Project Unit at Coca-Cola South Africa. "

The Minister of Water and Environmental Affairs, Ms Buyelwa Sonjica has been invited to speak at the Dlamini Multipurpose Centre in Soweto on Saturday as thousands converge to see the world's most coveted sporting icon.

"The 2010 FIFA World Cup™ is a great opportunity to spread a message of "green goals" for South Africa, added Msomi.

"Coca-Cola chose recycling and water stewardship as two of its main legacy projects around its partnership with FIFA on the 2010 FIFA World Cup™ spectacular in South Africa. These fit in well with Coca-Cola's *Live for a Difference* business philosophy of doing business in a way that adds value to the communities that we do business in."

The recycling project involved learners collecting plastic bottles and cans for recycling in a competition for World Cup tickets. Coca-Cola is an industry leader when it comes to water stewardship – all its production plants in South Africa have water treatment plants.

The Trophy is to be seen at the Dlamini Multipurpose Hall, 1802 Koma Road, in Dlamini, 1818. The viewing time is from 08h00 to 10h30

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The Coca-Cola Company

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