

The Coca-Cola Company
news
release

Coke's happiness ambassadors jet into Jo'burg for 2010 FIFA World Cup

South Africa is the 100th of 206 countries the trio will visit this year



They travel the world to find out what makes people happy. They are Coca-Cola's Expedition206 team and after visiting 99 countries in just 160 days, they are now in South Africa to look at what makes locals happy.

South Africa, brimming with excitement as it counts down to the start of the FIFA World Cup™, is the 100th country on a tour of 206 countries and territories that the three happiness ambassadors plan to visit this year, while covering more than 250 000kms.

The happiness ambassadors are the winners of a global campaign by Coca-Cola that started in January this year. They are Kelly Ferris, 22, a university student born in Cape Town and now living in Brussels; Antonio Santiago, 24, a university student from Mexico City; and Tony Martin, 29, a Washington DC native now teaching kindergarten in Munich.

Blogging, tweeting and facebooking their way across the globe, the intrepid trio have traversed the world looking for the secrets to what makes us tick. In Cyprus they found that a day without laughter is a day lost; in Tokyo it's all about toilets with heated seats and music; and in Jo'burg, as they are about to find out, it's all about soccer.

Bradford Ross, the brand manager at Coca-Cola, says: “The ambassadors are doing an amazing job travelling across the world and meeting new people and places. I am sure South Africa with its tremendous vibe and excitement will be the highlight of their tour. They will be able to say with all of us: It’s here. We can feel it.

“If happiness is what they are after, then Johannesburg is the place to be.”

The ambassadors have a loyal following on Twitter and people can track the whole journey in real-time on the expedition’s headquarters, www.expedition206.com.

The ambassadors will share Jo’burg’s celebrations, starting with the FIFA World Cup™ concert in Soweto on the 9th June and then join the millions of Bafana Bafana fans as the team squares off against Mexico on the 11th.

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The Coca-Cola Company

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