

Teenagers to carry national flags at vital match on Youth Day

At the vital football match between South Africa and Uruguay at Loftus Versfeld in Pretoria on Youth Day, 24 teenagers from two charity organisations will be carrying the national flags on to the field.

Benite Tshilumba, one of the 24 granted this opportunity by Coca-Cola South Africa, could not contain her excitement when speaking about an opportunity to be part of the history- making moment in Africa.

She says that being among the 768 youth from across the country who will be carrying the national flags at the 2010 FIFA World Cup™ matches, is like a dream come true.

“I still cannot believe that I am part of making history. I will be right there when it all happens. We are really honoured to have such an opportunity. I will treasure this opportunity for as long as I live,” says Tshilumba.

Mama Lily Rose from the Gauteng-based USindiso Ministries, a Christian shelter for abused and homeless women and their children, says that this opportunity is going to empower children, thus building their self-esteem as they are vulnerable children. It will give them the opportunity to become more optimistic about life and feel like they belong to the bigger community, not just South Africa or Africa but the world. “Coca-Cola is a true inspiration to all of us and their goodwill is felt by each of us at the centre.”

Says Siphwe Mya, CEO of Sithokozise Noah (Nurturing Orphans of Aids for Humanity) in Kwazulu-Natal: “Our children will learn the values of patience, persistence, concentration and hard work, as they train before the match. Moreover, the children will be less than 50m away from some of the world’s most famous footballers. This opportunity will leave our children feeling important as they are part of this global showpiece – the 2010 FIFA World Cup™.”

“We wanted to bring the euphoria of the FIFA World Cup™ event to South African youth and give them extraordinary experiences. We are pleased to have USindiso Ministries and Sithokozise Noah’s 24 children participating in this history- making moment,” says Onwell Msomi, General Manager, 2010 FIFA World Cup™ Project Team at Coca-Cola South Africa.

In South Africa Coca-Cola is involved in a number of youth development projects including the development of youth soccer at grass-roots level.

Through the 2010 FIFA World Cup™ Ticket Fund initiative, Coca-Cola provided 20 000 young children with opportunities to watch FIFA World Cup™ matches. Tickets were allocated to schools across the country that participated in the recycling programme that Coca-Cola has, as part of the 2010 FIFA World Cup™ Ticket Fund.

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