



Eastern Cape fans to watch the games at Port Elizabeth FIFA Fan Fest™

If you don't have a ticket or can't make the match, then the people of the Eastern Cape can still watch the game at the free FIFA Fan Fest™ at the St George's Park Cricket ground which is open on all match days from 10h00 till late.

As presenting sponsor of the Official FIFA Fan Fests™, Coca-Cola is also providing interaction and fun for all at the Coca-Cola Happiness Stations. Football fans can "score" a goal, get a photo souvenir of the happy event and experience the "wow factor" of state of the art interactive technology.

A number of top artists will be on stage to provide the entertainment between the afternoon and evening matches. Among the big attractions at the Fan Fest will be top English DJ, Fatboy Slim and rock group Just Jinjer.

Matches showing this week are:

- Tuesday 22 June – 16h00 – South Africa vs. France; 20h30 – Nigeria vs. Korea Republic;
- Wednesday 23 June – 16h00 – Slovenia vs. England; 20h30 – Ghana vs. Germany.
- Thursday 24 June – 16h00 – Slovakia vs. Italy; 20h30 – Cameroon vs. Netherlands.
- Friday 25 June – 16h00 – Portugal vs. Brazil; 20h30 – Chile vs. Spain;
- Saturday 26 June – 16h00 and 20h30 – Group of 16 matches.

Entrance is free and the entertainment is family-friendly, so all are invited to be part of the biggest sporting event on the planet. "Our commitment is to bring the 2010 FIFA World Cup™ experience to everyday South Africans and spreading happiness and celebration around the country," says Zayd Abrahams, Head of Marketing, Coca-Cola – Sparkling Beverages. Watching the games live on the big screen with family and friends will make this a truly memorable occasion.

For details about parking, transport and directions visit www.fifa.com/fanfest

FIFA Fan Fests™ Facts

1. Entrance is Free at all FIFA Fan Fests™.
2. All matches are shown live on Giant Screens of 50sqm or more (only one match shown for parallel games).
3. The FIFA Fan Fests™ are all-day events, with entertainment before and after the live broadcast of the matches.
4. The FIFA Fan Fests™ are safe and secure.
5. Food, beverage and Official Licensed products are all available onsite.

DOs

- Come early to ensure you enjoy the entertainment and sponsor activities available onsite prior to games.
- Bring cash to take advantage of the official food, beverage and merchandise available.
- Bring your family and friends – the FIFA Fan Fests™ presented by Coca-Cola are for everyone.
- Dress warmly for the evening games – it can get chilly at night.
- Stay late...

DONTs

- Don't bring any objects that could be considered dangerous into the venue All prohibited items will be confiscated.
- Don't bring food or beverage along with you. You won't be allowed to enter with it.
- Don't come to the venue under the influence of alcohol. A strict policy will be enforced in this regard.

For more information on South African FIFA Fan Fests™ please visit www.cocacola.co.za/2010

Ends

For further media information, please contact:

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The Coca-Cola Company

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