



## **Football action and fun continue at Durban FIFA Fan Fest™**

As the FIFA World Cup™ reaches its final stages fans without tickets can still watch the games at the free FIFA Fan Fest™ at New Beach on the Golden Mile which is open from noon 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.

Matches showing this week are in the Round of 16 and the Quarter Finals:

- Tuesday 29 June – 16h00 – Paraguay vs Japan (Pretoria); 20h30 – Spain vs Portugal (Cape Town). Performers – Prime Circle.
- Friday 2 July – 16h00 - Quarter Final (Port Elizabeth); 20h30 – Quarter Final (Johannesburg);
- Saturday 3 July – 16h00 – Quarter Final (Cape Town); 20h00 – Quarter Final (Johannesburg);

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](http://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...

#### **DON'Ts**

- 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](http://www.cocacola.co.za/2010)

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#### **The Coca-Cola Company**

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with nearly 500 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, POWERADE, Minute Maid and Georgia Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas

and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of nearly 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our Web site at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com), on Twitter [http://twitter.com/coke\\_za](http://twitter.com/coke_za), and on [www.flickr.com/photos/coca-colasouthafrica](http://www.flickr.com/photos/coca-colasouthafrica)