



2010 FIFA WORLD CUP™ TROPHY AND ARTISTS WILL ROCK POLOKWANE

May 2010

The 2010 World Cup Trophy™ will arrive in Polokwane in the next few days accompanied by quality entertainers and a wide range of fun activities that will appeal to both young and old.

The solid-gold Trophy, one of the most recognisable icons of global sport will be on display at the Peter Mokaba Stadium on Thursday 27 May from 10h00 to 18h00. Those lucky winners of Pashasha moment tickets must, however, already be at the venue at 08h00, as that special moment can only be celebrated between 08h00 and 10h00.

Onwell Msomi, the General Manager 2010 World Cup of Coca-Cola South Africa, the sponsors of the Trophy Tour says “we have kept the best for last. This is an opportunity to celebrate the first World Cup tournament on African soil and prepare the mood of the people of Limpopo a mere few days before the kick-off on 11 June.”

As usual crowds will be entertained with music by DJs and the Coca-Cola Celebration Dancers.

But, the World Cup will remain the star of the show. Fresh from its global tour of 86 countries in 225 days it is now the time of the people of host city, Polokwane, to get close to and admire this famous trophy.

Fortunate winners of Coca-Cola’s Pashasha Moment competition will share the opportunity with VIP guests and celebrities to be photographed with the World Cup Trophy and receive a high quality colour moment to capture this once-in-a-lifetime moment.

For all other spectators Coca-Cola will provide a day filled with fun and excitement designed to put them in the mood for the start of the 2010 FIFA World Cup™, now less than two weeks away.

Among the activities lined up are movie screenings, live artists, DJs and dancers, contests and give-aways, games and contests to select the best corner flag celebrations.

“We welcome the arrival of the World Cup Trophy,” says the MEC for Sports, Arts and Culture,” Dr Joyce Mashamba. “This is a great opportunity for our people to join in the national excitement around this once-in-a-lifetime event and share the feeling that Limpopo’s time is here!”

“The Coca-Cola Trophy Tour will never again come to Limpopo in our lifetime. This is an opportunity to join all South Africans and claim your own special memory of the 2010 FIFA World Cup,” says Msomi.

For more information on the South African leg of the FIFA World Cup™ Trophy Tour please visit www.cocacola.co.za/2010

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The Coca-Cola Company

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