



## **Learners from 200 high schools won 2010 FIFA World Cup™ tickets**

May 2010

They may not have been able to afford the tickets but they are going to be watching the games. Learners from 200 schools throughout South Africa feverishly collected cans and bottles in a competition in the run-up to the world greatest football festival which earned them their share of 20 000 tickets to the 2010 FIFA World Cup™ games.

Selected by the Department of Education, each school formed part of the Coca-Cola National Schools Recycling Programme – called *Give It Back* - which awarded these tickets through the FIFA Ticket Fund, which was created to enable South Africans who cannot afford to buy tickets, the opportunity to attend matches.

Mr Enver Surty, Deputy-Minister of Basic Education, welcomed the initiative as an opportunity to promote sustainable development by harnessing the excitement of the first ever African World Cup. Mr Surty said: “The Department of Basic Education supported the Coca-Cola National Schools Recycling Competition as an important initiative to encourage young people to support recycling and sustainable development from an early age. We must all act together to protect our environment and secure our planet for future generations.”

The Coca-Cola National Schools Recycling Programme focused on recycling and the inculcation of a recycling culture among the learners. The programme also supported FIFA’s “Green Goal” programme of heightening awareness and encouraging participation in efforts to save our environment.

“Coca-Cola chose recycling as one of its legacy projects around its partnership with FIFA on the 2010 FIFA World Cup™ spectacular in South Africa. This initiative also fits in well within Coca-Cola’s *Live for a Difference* business philosophy of doing business in a way that adds value to the communities that we do business in,” says Onwell Msomi, the General Manager 2010 FIFA World Cup™ Project Unit at Coca-Cola South Africa.

Since the FIFA Ticket Fund launch in August 2009, Coca-Cola successfully provided training for Department of Education (DoE) facilitators, who in turn trained 697 teachers

across all nine provinces.

“These teachers were tasked with educating learners in the classroom on the environmental curriculum that underpinned this competition, as well as the rules, regulations and mechanics of the 2010 FIFA World Cup™ Ticket Fund,” adds Msomi.

The curriculum focused on promoting the environment and ways in which people can reduce the negative impact that modern society has on it.

In addition to participating in classroom-based lessons, learners collected PET (polyethylene terephthalate) plastic bottles and cans for recycling. Those who collected the most bottles and cans won tickets to one of the 64 games of the 2010 FIFA World Cup™.

A creative competition formed part of the programme and allowed more learners to win tickets.

Collect-a-Can and PETCO provided the necessary support for the collection of cans and bottles for this initiative. Mathabo Phomane, Public Relations and Marketing Manager for Collect-a-Can indicated, “We at Collect-a-Can were delighted to be part of the Coca-Cola National Schools Recycling Programme. This project touched on two of our core major focuses – empowerment of the less fortunate through recycling and educating the youth from an early age about the importance of recycling. Through this initiative we were able to show the youth that recycling can be fun and rewarding.”

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**For further media information, please contact:**

For media enquiries:

Sammy Mohlaoli

Senior Communications Manager Coca-Cola South Africa

Tel: +27 11 644 0528

Fax: +27 11 644 0766

Mobile: +27 79 525 6934

E-mail: [smohlaoli@afriko.com](mailto:smohlaoli@afriko.com)

**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)

### **About Collect-a-Can**

Collect-a-Can is a joint venture between ArcelorMittal South Africa (Africa's major steel producer and producer of tinplate for food and beverage cans) and Nampak (Africa's largest packaging company and beverage can producer). Collect-a-Can actively works within the community to support recycling initiatives and have a strong commitment to socio- economic empowerment. They have worked very closely with schools over the past 17 years, raising the awareness and importance of recycling from an early age.

Collect-a-Can is dedicated to ensure that used beverage cans and consequently tinplate, exist in harmony with the environment. The company is involved in the recovery of all scrap tinplate generated in the tinplate and can-making processes. Collect-a-Can is a recovery as opposed to a profit-driven company. Collect-a-Can have branches in Gauteng, Western Cape and KwaZulu Natal; they are also represented in Botswana and Namibia. For more information on Collect-a-Can visit [www.collectacan.co.za](http://www.collectacan.co.za)