



THE ROAD TO THE FREE STATE – THE FIFA WORLD CUP™ TROPHY IS COMING TO YOU

7 May 2010

The FIFA 2010 World Cup™ Trophy arrives in the Free State on 19 May - having travelled around the world in 225 days, been seen and admired by millions of people in 86 countries.

Now the solid-gold Trophy – the most coveted prize in world sport – is in the Free State on the final leg of its remarkable journey that will end on 11 July when it is handed over to the captain of the winning team of the 2010 FIFA World Cup™.

Onwell Msomi, General Manager 2010 FIFA World Cup™ for Coca-Cola South Africa, the sponsors of the Trophy Tour, says it is a once-in-a-lifetime experience for the people of the Free State to see the Trophy in their own area -- and to participate in the festivities accompanying such an important event.

“We’ve kept the best for last,” says Msomi. “This is probably the only time the trophy will ever visit the Free State. When it arrives on 19 May it will be taken into the community – with events scheduled for Bethlehem, Welkom and Bloemfontein.”

Msomi says ordinary South Africans can enjoy the euphoria of the FIFA 2010 World Cup™ and about 800 people per event will have the opportunity to be photographed with the FIFA World Cup™ trophy.

“Everyone will get to see the Trophy up close and enjoy the wide variety of entertainment and activities on the day.”

“This is the first time ever that the Trophy has made an extended trip across the length and breadth of the host country. It will visit 32 cities, towns and villages in a tour lasting a month. Coca-Cola wants to ensure that the largest possible number of South Africans can share in World Cup fever.”

“Not everybody will be able to see a World Cup match live in a stadium... but you will have an opportunity to experience the 2010 FIFA World Cup™ Trophy Tour,” says Msomi.

In the Free State the Trophy Tour will draw crowds at:

- The Bohlokong Stadium in Bethlehem on 19 May from 10h00 to 18h00;
- The Welkom Civic Centre in Matjhabeng on 20 May from 10h00 to 18h00.
- The Mangaung Indoor Sports Centre in Bloemfontein on 21 May from 10h00 to 18h00.

The Road to the Free State started in Zurich, Switzerland, on 21 September 2009 when the President of FIFA, Sepp Blatter, and Coca-Cola Chairman and CEO, Muhtar Kent, took the first steps with the Trophy on its 134 017 kilometre journey.

Its first stop was in Cairo, Egypt, before criss-crossing Africa, touching down in more than 50 capitals on the continent. It was in Cape Town, briefly, for the World Cup Draw in December 2009 before continuing on its global journey.

On a tight schedule and with even tighter security, the valuable trophy was transported in a plane, specially commissioned by Coca-Cola. For the South African leg of the tour it will travel in a specially branded helicopter, followed on the road by a large support team who will run and stage the events.

In terms of FIFA rules, only Heads of State and the victorious captains and coaches may touch this valuable trophy which has been the symbol of sporting excellence since it made its first appearance at the 1974 World Cup finals.

But for the people of the Free State there will be an opportunity to get close to the trophy and for some lucky winners of the Coca-Cola Pashasha competition there will be a bonus chance to have their pictures taken with this iconic symbol of 2010.

Speaking at the launch of the Trophy Tour in Zurich, FIFA’s Sepp Blatter said: “The global reach and marketing expertise of our partner Coca-Cola is an enormous benefit in strengthening the game and helps us to reach more people across the globe. This campaign captures both the unique spirit of the continent of Africa and the celebrations that football inspires.”

“We want to invite people to come to the venues while the trophy is in the province,” says Msomi. “There will be fun-filled activities that will appeal to all ages, including a number of well-known artists.

“The Coca-Cola Trophy Tour will never again come to the Free State 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.

As part of its 2010 Legacy Projects Coca-Cola has also made a commitment to provide clean drinking water and sanitation facilities to thousands of schoolchildren and their immediate communities throughout South Africa.

In the Free State Ratau Primary School near Thaba Nchu with 500 learners will be among the first beneficiaries of the *Replenish Africa* initiative that will be implemented in 100 schools across the country as a community-based programme of water stewardship by the end of 2010.

“Part of our policy is to give back to communities that we do business in by contributing towards improving their lives. We want to make a difference, by leaving a lasting legacy of water sustainability in Africa and beyond,” says Sherree Shereni, Program Director of The Coca-Cola Africa Foundation.

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

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The Coca-Cola Company

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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

Free State	Date
Bethlehem	19 May 2010
Welkom	20 May 2010
Bloemfontein	21 May 2010