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**FIFA WORLD CUP™ TROPHY TOUR BY COCA-COLA  
BEGINS FINAL JOURNEY TO SOUTH AFRICA**

***Tour to Visit an Additional 33 Countries, Following its Tour of Africa  
Encouraging Fans to Celebrate the Upcoming 2010 FIFA World Cup™***

**CALCUTTA, INDIA – January 14, 2010** – World football's greatest prize is set to start the second leg of its biggest ever global tour with a stop in India. Having visited 50 African nations, travelling more than 72,000km, the FIFA World Cup™ Trophy Tour by Coca-Cola continues its five-continent journey to another 33 countries around the world.

To date, nearly 200,000 fans across the African continent have attended the Trophy Tour events and been given the once-in-a-lifetime opportunity to have their photo taken with the authentic FIFA World Cup™ Trophy. Joining the FIFA World Cup™ Trophy Tour celebrations, 37 heads of state have greeted the Trophy's arrival in their country, including Hifikepunye Lucas Pohamba, President of Namibia, John Agyekum Kufour, President of Ghana and Ellen Johnson Sirleaf, President of Liberia.

Somali hip-hop artist K'NAAN will be performing his hit 'Wavin Flag – Coca-Cola Celebration Mix' at select FIFA World Cup™ Trophy Tour events giving fans an exclusive live preview of the song which is the anthem of Coca-Cola's 2010 FIFA World Cup™ program. The African-inspired track will be widely used as the music element throughout Coca-Cola's FIFA World Cup™ marketing campaign.

The tour, which began its journey from the FIFA Headquarters in Zurich, Switzerland, September 21, 2009, will visit 83 countries travelling in total 138,902 kilometers (86,304 miles) or more than three times the circumference of Earth. The Trophy Tour was developed through an exclusive partnership between FIFA and

Coca-Cola, a FIFA Partner and one of the organization's longest-standing corporate partners.

“The response to the FIFA World Cup™ Trophy Tour by Coca-Cola in Africa has been incredible, we have been greeted by thousands of passionate fans who have welcomed us to their countries and expressed their excitement and celebrations at our events,” said Emmanuel Seuge, group director, worldwide sports and entertainment marketing, The Coca-Cola Company.

During the Trophy Tour, fans are given the chance to enjoy a rare close-up view of the authentic FIFA World Cup™ Trophy. Free tickets to the 2009/10 Trophy Tour are available to consumers via Coca-Cola promotions in countries on the route. At events in each city, fans will have the opportunity to have a souvenir photo taken of themselves with the trophy, view a special 3-D movie showcasing memorable moments of the FIFA World Cup™, participate in interactive displays and enjoy other entertainment.

“Teaming up with Coca-Cola has allowed us to embark on the most ambitious tour of the FIFA World Cup™ to date and we have been delighted by the number of people who have greeted its arrival and displayed their rich culture and passionate support,” said Jérôme Valcke, FIFA Secretary General. “We look forward to taking the FIFA World Cup™ Trophy to even more fans in 2010.”

Football fans wanting to experience the excitement of the FIFA World Cup™ Trophy Tour by Coca-Cola can follow each stage of its epic journey in 2010 by downloading The FIFA World Cup™ Trophy Tour widget. Feeding the latest news and images from the global tour the widget is available to download on the official FIFA website [www.fifa.com/worldcup/organisation/trophytour](http://www.fifa.com/worldcup/organisation/trophytour)

The 2009/10 FIFA World Cup™ Trophy Tour draws on the huge success of the first global Trophy Tour held in 2006. In 2006, the tour visited 31 cities in 29 countries, covering 102,570 kilometers (63,734 miles) with millions of fans around the world enjoying the chance to have a closer look at football's most famous prize.

The authentic, FIFA World Cup™ is awarded to the winning nation at each tournament. The iconic trophy measures 36.8 centimetres (14.5 inches) high, weighs in at 6,175 grams (13.61 pounds) and is made of solid, 18-carat gold. The winners retain it until the next tournament and are awarded a replica that is gold-plated, rather than solid gold. The base contains two layers of semi-precious malachite, while the bottom side of the Trophy bears the engraved year and name of each FIFA World Cup winner since 1974.

The Coca-Cola Company has had a formal association with Fédération Internationale de Football Association (FIFA) since 1974 and an official sponsorship

of FIFA World Cup™ that began in 1978. Coca-Cola has had stadium advertising at every FIFA World Cup™ since 1950 and is a long-time supporter of football at all levels, from grassroots to the FIFA World Cup™.

### **About 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 website at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com).

### **About the 2010 FIFA World Cup™**

The 2010 FIFA World Cup™ takes place in South Africa, kicking off on 11 June. It is the first time the 32 final teams are competing for the world's most sought after trophy on the African continent. The final will be played on 11 July 2010 at the Soccer City Stadium in Johannesburg.

**NOTE TO EDITORS: Media can retrieve digital photos and other artwork to accompany this story by visiting <http://CokeURL.com/2010FWCPressCenter>**

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