



Global Public Affairs & Communications  
P.O. Box 1734, Atlanta, Georgia 30301  
Telephone (404) 676-2683

**FOR IMMEDIATE DISTRIBUTION**

**Media Contacts:** Petro Kacur  
The Coca-Cola Company  
+1 404-676-2683  
[pressinquiries@na.ko.com](mailto:pressinquiries@na.ko.com)

## **BIGGEST EVER FIFA WORLD CUP™ TROPHY TOUR BY COCA-COLA CELEBRATES RECORD NUMBERS**

***More than 500,000 Fans in 94 cities in 84 Countries Had a Close Encounter  
with Football's Greatest Prize***

**ATLANTA – May 20, 2010** – Before a ball is kicked in the 2010 FIFA World Cup™ and the teams compete for the greatest prize in football, the tournament's 18-carat gold trophy has already undertaken its biggest ever global tour. Travelling 151,217 kilometers (93,958 miles), over 225 days crossing five continents and touching the lives of more than 500,000, the FIFA World Cup™ Trophy Tour by Coca-Cola has now touched down in South Africa for a final tour of the host nation.

Commencing eight months ago on 21 September 2009, from the home of FIFA in Zurich, the tour has undertaken its most ambitious and exciting journey to date, making history along the way by visiting 50 African cities from Abidjan, Ivory Coast to Yaounde, Cameroon. The Trophy was greeted by passionate football fans in an additional 34 countries around the world, from established football nations including Brazil, Italy and England to countries where fan enthusiasm is growing such as New Caledonia, Malaysia and Kazakhstan.

FIFA World Cup winners including Pele, Lothar Matthaus, and Christian Karembeu have shared in the Trophy Tour experience along with fans around the world who have enjoyed the FIFA World Cup Trophy Tour celebrations. Welcoming the magic of the FIFA World Cup to their countries, 44 heads of state have made time in their schedules to greet the prestigious Trophy's arrival.

Bringing an African inspired flavour to select FIFA World Cup Trophy Tour events and collaborating with leading artists in each country, Somali hip-hop artist K'NAAN has been treating fans to live performances of his hit '*Wavin' Flag – Coca-Cola Celebration Mix*,' which is the anthem of Coca-Cola's 2010 FIFA World Cup campaign. The uplifting African-inspired track will be widely used as the music element throughout Coca-Cola's FIFA World Cup marketing campaign and is set to have fans singing along all summer.

"We have been able to bring fans closer to the FIFA World Cup experience and give them a chance to stand just inches away from the same Trophy that has been held aloft by the winners of the FIFA World Cup," said Emmanuel Seuge, group director, worldwide sports and entertainment marketing, The Coca-Cola Company. "Experiences like this create a lasting impression of a day they will never forget and an emotional connection with our brand."

Fulfilling every football fan's dream, thousands of souvenir pictures of fans posing with the authentic Trophy have been taken at Trophy Tour events and shared by consumers online reaching nearly 400,000 people. Visitors to the Trophy Tour events were also able to view a special 3-D movie showcasing memorable moments of the FIFA World Cup, see entertainment such as music and ball juggling acts, play 5-a-side games and go head-to-head on EA Sports 2010 FIFA World Cup video consoles.

The final leg of The FIFA World Cup Trophy Tour is underway now in South Africa with visits to 32 cities including those staging FIFA World Cup matches and playing host to world football's leading players as they compete for the prize that has visited fans in every competing nation as part of the FIFA World Cup Trophy Tour by Coca-Cola.

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

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 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®, Simply® 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 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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