

# First international Fan Fest

Following the success of the FIFA Fan Fests in 2006, when more than 18 million fans gathered at 12 official events and transformed Germany into one of the greatest fan parties of all time, FIFA has announced the 2010 international locations.



All nine South African host cities as well as Berlin, London, Mexico City, Paris, Rio de Janeiro, Rome and Sydney were unveiled as locations for the FIFA Fan Fest, the official public viewing events of football's flagship tournament yesterday, 2 November 2009.

Millions of fans are expected to watch the matches live at these events and experience the ambiance in these outdoor areas. Entrance is free, with all 64 matches to be broadcast on giant screens in a safe and secure environment.

"These were an important part of the success of the 2006 event and we believe that the 2010 events, both in South Africa and in the other international venues, will bring an unprecedented experience to millions of football fans in South Africa and around the world," said FIFA president Joseph S Blatter. "The first international Fan Fest is another milestone in bringing excitement to an even greater audience."

## Key stakeholders

A project of this scale could not be staged without the support of key stakeholders. Presenting sponsor Coca-Cola, joined MTN and Neo Africa, will make a significant contribution to the South African FIFA Fan Fest. The official broadcaster of the event, SABC, will also be playing a vital role across all venues in South Africa. The International FIFA Fan Fest will be supported by Coca-Cola, Emirates, Hyundai/Kia and Sony as well as by the media rights licensees appointed by FIFA in each of the individual territories.

Besides football, all cities will provide tastes and sounds of each of the countries through an all-day entertainment programme outside the actual broadcast of the matches. In South Africa in particular, this will offer opportunities for small local businesses to provide services and sell local arts and crafts.

## South African program

At the final draw on 4 December 2009, visitors and South Africans will have the first opportunity to get a taste of what is to come in 2010 when Cape Town hosts the Long Street Festival, which will feature an official FIFA Fan Fest showcase event.

The FIFA Fan Fest section can be viewed on [www.FIFA.com](http://www.FIFA.com).