

Set your phone reminder for Rugby World Cup 2011 coverage, five fans on their way

[Rugby World Cup 2011](#) fever has struck South Africa with the nail-biting win of yesterday, Sunday 11 September 2011. Fans can ensure they don't miss a single thing by setting phone reminders, tuning into CNN or, in the case of five lucky winners, sitting at the ringside.

Download reminders

Galaxy smartphone users can download a new free application, RWC Match Reminder, courtesy Samsung and *Sports Illustrated* South Africa from the Samsung Apps Store.

"We are proud to associate ourselves with the local apps store and there'll be more exciting apps coming in future," say Renato Balona, head of new media, Media24 Lifestyle Magazines.

"In the spirit of the World Cup, we are 100% behind the Springboks and this is just another way the company is meeting local demands and expectations - ensuring that fans never have to miss a game," says Brett Loubser, B2C apps development lead at Samsung.



[click to enlarge](#)

Catch in on CNN

CNN brings the world's third biggest sporting event to millions of fans around the world through interviews with legends of the game past and present, selected highlights of key matches, live coverage from Auckland.

A dedicated online section 'New Zealand 2011' presents a global view of the Rugby World Cup 2011, including the latest headlines, interviews with top players and coaches, commentary from Alex Thomas and CNN's World Sport team as well as tips for fans going to New Zealand for the tournament.

Through CNN's iReport, the network's user-generated news community, fans are invited to join an exclusive club by submitting videos of them attempting the rugby crossbar challenge - as demonstrated by Alex Thomas and the London Irish rugby team in this video clip:

Shosholoza Bokke campaign winners on their way

The winners of the Shosholoza Bokke campaign, an interactive campaign, rolled out by Trinergy Brand Connectors for Vodacom, as an official sponsor of the Springboks, have been announced.

Trinergy ECD, Roger Tavares, says, "The idea was to encourage South Africans to show their support for the Springboks by becoming part of the longest Shosholoza by recording themselves singing Shosholoza via cellphone or online." The uptake was huge, with more than 2000 unique videos uploaded and over 25 000 views downloaded on YouTube. The winning five are:

- Bedfordview's Lizzie Maelane (dressed as a Tokoloshe)
- Centurion's Andrew Christie (painted green)
- Chano le Grange (recorded at her wedding)
- Parow's Emile Jansen (with his young daughter)
- Johannesburg's Anthony Burns (singing across Africa)

The campaign included television commercials, online, mobile and social media, print, radio, rugby specific programming and PR as well as mall voice booths where fans could record their songs.

For more, visit: <https://www.bizcommunity.com>