

Launch of MediaClubSouthAfrica.com

The International Marketing Council (IMC) of South Africa, custodian of Brand South Africa, today, Wednesday, 21 May 2008, launched MediaClubSouthAfrica.com, a web-based media service for all who want to track the country's progress and achievements in the build-up to the 2010 FIFA World Cup and beyond. The launch took place at the International Media Forum South Africa (IMFSA) which opened in Bryanston today.

The web-based media service offers journalists and other communication practitioners free access to content on the country and its development and it includes a comprehensive image library.

The IMC is co-hosting this year's two day IMFSA conference, which has attracted over 200 decision makers from business, Government, the communications profession and media from South Africa and other countries. The International Media Forum is a community of people from media, business, government, the communication industry and those with opinions on media coverage of South Africa and its impact on the economic and social development of the country.

Says Brand South Africa's Tyrone Seale, "MediaClubSouthAfrica.com will provide relevant, mind-opening, up-to-date and verifiable information in the build-up to 2010. We took this step because we recognise the importance of media - local, African and throughout the world - in shaping perceptions of South Africa and our continent."

MediaClubSouthAfrica.com complements the 2010 FIFA World Cup-dedicated media services offered by the 2010 FIFA World Cup Organising Committee, South African Tourism and the Government Communication and Information System. It provides background and current-affairs updates on South Africa's economic performance, socio-economic development and achievements across various sectors.

It also profiles snapshots of significant cultural and social trends, as well as phenomena that make South Africa a winning nation.

The new service can be accessed at www.MediaClubSouthAfrica.com.

Registration is not required, except for full access to the comprehensive image library.

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