

Avusa will spread Confed Cup gospel

The 2010 FIFA World Cup Local Organising Committee has asked Avusa Media to help it in spreading the gospel of the Confederations Cup to the millions of South Africans.

By [Ramatsiyi Mhlooa](#) 23 Apr 2009



The request was made at a meeting between the LOC and Avusa Media, the owners of Sowetan among other publications, in Johannesburg on Tuesday 21 April 2009.

LOC chief communications manager Rich Mkhondo led the LOC delegation.

Mike Robertson, Avusa Media's chief executive of the media division, headed the contingent from the giant media powerhouse.

Representatives from the sports departments of *Sowetan*, *Sunday Times*, *The Times* and *SoccerLife* were also present at the meeting.

Mkhondo said they wanted Avusa Media to help them in urging South Africans to buy tickets for the Confederations Cup, scheduled for June 14 to 28.

With the 2010 World Cup expected to attract more than 500 000 tourists to South Africa, Mkhondo said there was no need for them to aggressively market the event.

"As you are aware, the World Cup is one event that is able to market itself across the globe," Mkhondo said.

"We know that many people throughout the world will be coming for it.

"That is why we are appealing to Avusa Media and the whole of South Africa to help us in promoting the Confederations Cup.

Robertson said Avusa Media would do its utmost to assist the LOC in promoting the Confederations Cup and the World Cup.

Source: *Sowetan*

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