

## ***You Make Joburg Great - 100 days to go***

The celebrations for the FIFA World Cup start today 2 March 2010 and go on tomorrow, as South Africans celebrate in true Joburg style in the Sandton City area, Montecasino and Radio Park.



In Sandton, they will be celebrating the 100-day countdown to the FIFA World Cup with a free public Sandton street party from 11am until 3pm in Maude Street (alongside the Sandton Convention Centre, between 5th and West Streets). Road closures can be expected. A special invitation was extended to 200 schoolchildren from the Joburg Home for Vulnerable Children and Sizwile School for the Deaf.

Music, games, quizzes and live performances by SA artists are all part of the programme to create a festive carnival atmosphere. Entertainment will include the dazzling Diski dancers who will teach everyone their moves. The Diski Striker vehicle from the James Hall Museum of Transport will be presenting its vuvuzela frenzy with vuvuzelas and soccer-balls as prizes. Music, games, quizzes and performances by local artists are part of the programme line-up.

SA Tourism will be participating with its Fly the Flag initiative at the Convention Centre, while the City of Johannesburg will be promoting its popular *You Make Joburg Great* campaign.

“All the tourism role-players in the city have pulled together in a collaborative effort and pooled their resources for maximum impact,” explains Karin White, GM sales and marketing at the Sandton Convention Centre.

### **Montecasino in on the act**

Graham Wood, MD of Southern Sun and his staff invite everyone to join them in singing the national anthem and doing the Diski dance in the courtyard next to the coffee shop, Southern Sun head office in Montecasino Boulevard as the countdown begins. Football gear is essential.

### **Keep on dancing**

The SABC's 5FM and Metro FM radio stations are joining forces on Wednesday 3 March to celebrate nine days and the culmination of a media road show and they are inviting South Africa to 'Feel It'. The two stations have planned a number of exciting activities to mark the occasion in conjunction with broader SAB platforms, which are open to media, trade partners and clients.

The celebrations will allow for 5FM and Metro DJs/presenters to interact with the press (including the signing of DJ cards; flag face painting for children with the national emblems of participating nations and the unveiling of both 5FM and Metro FM's new-look studios in support of the 2010 World Cup.

The stations will also be encouraging their listeners to donate their old radios to them in order to stand a chance of receiving a limited edition wireless radio in return. Second-hand working radios will be donated to households that are without radios through the SABC's PCS radio platforms, in a bid to ensure that all South Africans are able to participate in and enjoy FIFA 2010.

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