

## Get low-down, upload, charity or party world cup news here

With just several days to go, South Africans and the world are readying for the 2010 FIFA World Cup and need to know where to go to get all the info. You can read it in the *Sunday Times*, *Sunday World* or *Sowetan*, you can download it from Sport24 or get it on your mobile from Smsstreamer.mobi. You could also add to a child's joy by supporting the Gogo Magic team as it knits 13 000 fan beanies for underprivileged children this winter, as football fever reaches its climax throughout the country.

### World's longest scarf?



Gogo Magic - a partnership between M-Net Cares and the Gogo Trust - is providing sustainable employment for underprivileged people and warmer winters for deserving parties. It has already created employment for over 450 women from Meadowlands, Thembisa, Vosloorus and Polokwane, who earn money for every beanie they knit.

The team plans to travel to World Cup host cities ahead of matches to deliver fan beanies to communities which will help keep the winter chill at bay while helping the less fortunate feel part of the international football spectacular. These will be distributed to communities in Soweto, Rustenburg, Pretoria, Bloemfontein, Durban and Cape Town throughout winter. It will also be travelling around the country in June and July in its own special caravan to spread the word by visiting communities and selling beanies in corporate foyers.

The team will be setting up a Gogo Park at Melrose Arch in Gauteng for the whole of June 2010, where the public has the chance to join in a knitting circle, step into a Gogo-inspired photo booth, contribute some knitting to an attempt to knit the World's Longest Scarf or just buy a Gogo Magic beanie.

Gogo Trust founder, Mike Walker, says, "With the project already providing sustainable employment for 450 women in just its first year, we can't wait to see it grow beyond winter 2010 and become a vital 'knitwork', spreading magic across the country." In order to ensure that the women trained to knit beanies are kept busy after 2010, M-Net Cares is sponsoring the launch of the Gogo range of knitted goods in select retail outlets and via "pop-up stores" in corporate foyers and malls.

### Sport24 offers live match centre



There will be a feature block on the Sport24 and News24 homepages, which will include all latest news, fixtures, results and logs, expert opinion from household footballing names Peter Shilton, George Dearnal and Mark Gleeson, video highlights, picture galleries, team information and a daily blog from chief writer, Rob Houwing. It will also include My2010, where readers have a platform to share their World Cup experiences, whether it is by means of blogs or pictures taken on their mobile phones. It also offers a Live Match Centre, which gives readers an up-to-the-minute match stats as well as digital replays of every goal scored in every match played at the tournament.

## **Soccer guide**

Avusa Media will publish a *Extra Time* magazine guide to what activities and events will be available for local and international visitors in Gauteng during the 2010 FIFA World Cup. The lifestyle guide features places to eat, dance and play in between matches during the month. Beginning yesterday in the *Sunday Times* and *Sunday World*, it is also published today, Monday 7 June in *Sowetan*. The guide will be available for six weeks and offers information on events, places of interest, shows and restaurants. The province also has rich political history and the magazine will include information about heritage sites, arts and crafts, museum galleries, nightlife, game parks and music.

## **Get mobile news updates**

Cole Solutions has developed Smsstreamer.mobi, a mobile content service that covers real-time major football events from around the world, including full coverage of the 2010 FIFA World Cup event. It offers a new match alert service that will help mobile phone users keep track of the latest fixtures wherever they are so that they can switch on a radio, check a mobile news service or head for the nearest pub with a television. The service will make it easy for football fans to stay on top of fixtures in a tournament that boasts 64 matches.

"We believe that this World Cup will see a massive explosion in the availability and adoption of mobile content and applications throughout Africa as consumers use every channel at their disposal to stay in touch with news about the tournament," says Ayodale Cole, founder and CEO of Cole Solutions.

## **Website information**

- Gogo Magic - [www.gogoknit.org](http://www.gogoknit.org)
- Sport24 Soccer World Cup section - [www.sport24.co.za/Content/Soccer/WorldCup](http://www.sport24.co.za/Content/Soccer/WorldCup); Match Centre - [www.sport24.co.za/Soccer/WorldCup/matchcentre](http://www.sport24.co.za/Soccer/WorldCup/matchcentre); iPhone App - <http://itunes.com/apps/sport24> and Mobi-site - <http://m.sport24.co.za/>.