

Touchline scores on World Cup



FIFA has granted Touchline Media the exclusive licence to publish, market and sell the official guide and the official mascot colouring book for the 2006 FIFA World Cup Germany. The World Cup guide will be available throughout South Africa from the second week in May.



Joelle Macoin, Head of Licensing, FIFA, says: "The appointment of Touchline will give the football fans in South Africa access to qualitative and valuable information and will contribute to the awareness and excitement of the tournament."

Danny Jordaan, CEO of the FIFA World Cup 2010 Local Organising Committee says: "Congratulations to Touchline Media on securing the rights to publish the Official Guide to the 2006 FIFA World Cup in Germany. Having dealt extensively with Kick Off magazine staff down the years, and knowing the quality of the work they do, I have no doubt Touchline Media will produce worthy products."

Touchline Media produces global consumer brands Men's Health, Shape, Golf Digest, Runner's World, Family Pregnancy, The Wisden Cricketer and Bicycling as well as local titles SA Sports Illustrated and Kick Off (South Africa and Nigeria).

Touchline Media Business Director, Nic Wides, says: "With our extensive history of publishing projects linked to major sporting events and administrative bodies, this alliance with FIFA represents the pinnacle of our sports specialist publishing."