

## **100 Days Countdown to 2010 Fifa World Cup to be celebrated in EL**

The 100 days countdown to the 2010 Fifa World Cup will be celebrated at a special ceremony to be held in front of the City Hall in East London on 2 March 2010 between 12h00 and 13h30. The event also serves to commemorate National Fly the Flag Day as part of the build up of activities towards the greatest spectacle that will be played out on our shores during the 2010 Fifa World Cup celebrations.

The citizens of the Amathole District, which includes Buffalo City, are invited to attend the celebrations and to wear either Bafana-Bafana T-shirts or any soccer team T-shirt on the day. Citizens are encouraged to come and sing the national anthem and learn how to do the Diski dance. Promotional goodies donated by various sponsors will be handed out to the first 500 people attending. Sponsors include Buffalo City Municipality, MTN, Media LED, Daily Dispatch, Metrorail, East Cape Tourism Board and the Amathole District Municipality.

There will be 32 international teams competing for the 2010 Fifa World Cup, in 64 matches. There are 3,000,000 tickets to be sold and approximately 450,000 international visitors are expected to arrive in South Africa for the games. It is the largest sporting event in the world and will be held on African soil for the first time.

The national and global highlight of the 2 March festivities countrywide will be a widely publicised event in Durban where government, the Organising Committee and FIFA will jointly start the 100 Day Countdown. The day is therefore earmarked as a day on which South Africans, here and abroad are called upon to demonstrate their excitement for the tournament, and to display their passion for the country and the beautiful game.

Other forthcoming activities that have been earmarked for the Amathole District in the build up to the 2010 Fifa World Cup, include the Mayor's Cup which involves four sporting codes in a knock out competition between municipalities within the district. The football event will be held in Mbhashe on 6 March 2010, rugby in Great Kei on 13 March 2010, netball in Amahlathi on 20 March 2010 and boxing in Buffalo City on 27 March 2010. The tournament is sponsored by trufm, Daily Dispatch, Gijima Sport & Leisure, Sondelani and Amathole District Municipality.

Ends.

Thanks and regards  
Gail