THE COUNTDOWN HAS BEGUN
TO THE WORLD’S BIGGEST SPORTING EVENT

100 DAYS
TILL 2010 KICK-OFF

• FREE 2010 FIFA WORLD CUP™ SCHEDULE PULL-OUT POSTER
• GUIDE TO ALL 32 QUALIFYING TEAMS
Opening word

From: Minister Sakkie Jenner
Minister Cultural Affairs, Sport and Recreation
Western Cape Provincial Government

SO HERE WE ARE at 100 days to go to the biggest most significant sporting event that our country has ever seen. You can feel the excitement everywhere in our province! You can feel it when you drive past our beautiful stadium. You can feel it when you open the newspaper. You can feel it when you look at the television. You can feel it when you switch on the radio. Everyone is talking about the 2010 FIFA World Cup™.

The reason we are all excited, is because this single event has already impacted on all of our lives. On our roads and transport infrastructure; in our airports; in our stadia (not only the Cape Town Stadium, but also the Philippi and Athlone Stadia); in our hotel and guesthouse bookings and in our tourism industry and even in the price of airfares! No-one can say that this event will not touch them in some way – it will! But what about the people outside of Cape Town? What about the learners in our schools and the children playing soccer on the streets? Will anything have changed for them?

I believe it already has, and I believe there is still much more to come. The Department of Cultural Affairs and Sport has done a great deal of work to ensure that as many people as possible, throughout the province, and not just in Cape Town, have "Touched the World Cup". And that experience of "Touching the World Cup" has been a really positive one.

To date, we have had 13 FanJols (Public Viewing Areas) - all over the province, bringing all sorts of people closer to football. We have implemented an extensive football development programme, including the "Stars in their Eyes" international partnership with the Dutch. We have supported our Football Ambassadors – all of them football legends – to take the message of healthy living and excellence in sport to the province’s remotest areas.

We have developed the craft industry, through a partnership with the Cape Craft and Design Institute (CCDI). We have rolled out a national symbols programme in schools. We have started a Playground Football programme. We have trained new and existing coaches and referees. We have taken learners from all around the province to see progress in the stadium, as it was being built and we have enabled fans to support soccer being played live.

Why have we done this? Because after the tournament - when the newspapers have found another story – then we will want there to be a lasting legacy for our people and our province. We will have achieved our goal, if more children have seen what excellence in soccer can achieve, and desire that for themselves. We will have achieved our goal, if the institutions of football, (like SAFA) are strengthened and supported. We will have achieved our goal, if we all feel proud as South Africans, that we have successfully hosted the biggest sporting event on the planet.

We will be able to look at the infrastructure, at the facilities, and the social capital gains, and we will be able to say, well done to every one of us! We are 100 days to go now! We have already achieved a tremendous amount. But there is still much more to do, before we can sit back, relax for a short while, pat ourselves on the back - and claim that we did it!

100 days to go! Nothing can stop us now!
MARCH 2ND MARKS THE FINAL COUNTDOWN to the world’s biggest sporting event, which will be taking place right here in South Africa. Yes, of course we are talking about the 2010 FIFA World Cup™. And things are really looking up, not just for Bafana Bafana who have won their last two friendly matches after an intense training camp, but for the country as a whole.

The 2010 FIFA World Cup™ Draw at the Cape Town Convention Centre went off seamlessly under the watchful eye of international audiences. All the stadia have been completed to FIFA specifications, except for the power generators which have been purchased, and are still to be installed at each stadium – as part of FIFA’s demand for independent back-up power supply at all facilities.

Upgrades at South Africa’s major airports are nearing completion and the country’s infrastructure had been given a major facelift.

The security plan for the event has also been completed and security heads have offered an assurance that tourists and locals will be able to enjoy a safe and secure tournament. The South African Minister for Economic Development and Tourism, Michael Mabuyakhulu says “like any other nation, South Africa does experience crime, but it is not out of proportion.”

One of the few negative notes has been the disappointing amount of tickets sold to international visitors, however these are expected to be snapped up in the next two rounds of tickets sales. It is estimated that about R15 billion will be spent in South Africa during the event and that between now and 2014 two million tourists will visit the country.

Locally, the Cape Town Stadium has already successfully hosted two major sporting events and the city’s police force, traffic services and emergency medical units showed they were more than equal to the task of running a smooth event without major incident. The major upgrades to the Athlone and Phillipi Stadia means Cape Town’s soccer community will benefit for years to come, and the many improvements to the Western Cape’s infrastructure will ensure the 2010 FIFA World Cup™ will touch everyone.
THREE 2010 FIFA WORLD CUP™ teams have confirmed their basecamps will be in the Eden District – France will be staying at the Pezula Resort Hotel and Spa; Denmark at the Simola Golf and Country Estate (both in Knysna); and Japan will be based at Fancourt, in George.

Shaun van Eck, CEO of Knysna Tourism, said: “We are a small town and to have two teams nominating us as a base camp destination of choice, is a feather in our cap.”

Last year, the Knysna Council voted in favour of upgrading Loerie Park Stadium if Knysna was selected as a base camp destination. Mayor Eleanore Bouw-Spies said: “The teams will need a public viewing field and Loerie Park was the obvious choice. It will also be a fantastic legacy to sport in the area to have a top class facility post 2010.” Denmark will use Loerie Park and the upgrade will include upgrading the field and making improvements to fencing, lighting and paving.

The Department of Cultural Affairs and Sport will be supporting their infrastructural upgrade.

France will use the “Field of Dreams” on site at Pezula and another spin-off for the Garden Route could be trade and cultural exchange opportunities with towns across France.

French Consul, Antoine Michon said: “France is running a very successful exchange programme between the Burgundy region, home of the famous French wines, and the Western Cape winelands area, and I believe we can find something similar for the Knysna area.

“We are in the process of appointing an honorary Consul de France in Knysna and will also be involved in various cultural projects that will include French language classes for local residents, food and wine exchanges and live entertainment. Ideally we would like to turn Knysna into a French village for a month.”

Japan Football Association president Motoaki Inukai claimed George would be a lucky town for Japan. The team will be lodged at a plush golf resort in George where Japan’s Ai Miyazato and Rui Kitada won the inaugural women’s World Cup of Golf in 2005.

“We will need luck as the football World Cup will be a tough campaign indeed,” added Inukai. “The area and basecamp are beautiful with greenery and our players can focus on their battles on the field.”

Eden District
Proud host of three teams
Basecamps

Where the teams will be based

Group A:
1. South Africa......Kempton Park
2. Mexico.............Johannesburg
3. Uruguay............Kimberley
4. France.............Knysna

Group B:
1. Argentina..........Pretoria
2. Nigeria.............Durban
3. South Korea.......Rustenburg
4. Greece.............Umhlanga

Group C:
1. England...........Rustenburg
2. USA.................Pretoria
3. Algeria...........Ballito Bay
4. Slovenia...........Johannesburg

Group D:
1. Germany.........Centurion
2. Australia.........Zwartkopps
3. Serbia..............Johannesburg
4. Ghana..............Nelspruit

Group E:
1. Netherlands.......Sandton
2. Denmark............Knysna
3. Japan..............George
4. Cameroon.........Umhlanga

Group F:
1. Italy...............Centurion
2. Paraguay...........Pietermaritzburg
3. New Zealand.......Midrand
4. Slovakia............Pretoria

Group G:
1. Brazil..............Johannesburg
2. North Korea.......Sandton
3. Ivory Coast........Durban
4. Portugal............Johannesburg

Group H:
1. Spain...............Potchefstroom
2. Switzerland.......Vanderbijlpark
3. Honduras..........Sandton
4. Chile...............White River

Above: The “Field of Dreams” at Pezula in Knysna. Below: The French, Japanese and Danish teams will be based in the Eden District.
TOUCHING THE WORLD CUP

PLAYING PROFILES:

CAPE stars are making waves

WESTERN CAPE PREMIER SOCCER LEAGUE teams, Ajax Cape Town and Santos, regularly finish among the front runners in South Africa’s highest league. Yet there are constant cries from local fans that Western Cape players are often ignored when it comes to team selection for the national squad.

Cape Town has always been one of the cradles of South African soccer talent, but a number of our local stars are now plying their trade overseas or have been snapped up by up-country teams who are generally able to pay players better salaries.

At the time of going to press there are two Cape-based players in with a good chance of making the South African squad for the FIFA 2010 World Cup™. Ajax Cape Town player Lance Davids (16 Bafana caps) and Thulani Serero were both called up to the two-week Bafana training camp in Durban in January. A third Ajax player Franklin Cale, originally from Ocean View, was also at the camp but he has subsequently moved to Mamelodi Sundowns in Pretoria after playing more than 130 games for Ajax Cape Town.

Despite the low number of current Cape players in the Bafana set-up there are a number of national stars who have their roots in Cape Town. Probably the most talented of these is Benni McCarthy, aged 32, who was born and grew up in Hanover Park on the Cape Flats. He started his career with Sevens Stars before moving on to bigger things in Europe. He left Cape Town 13 years ago to join Ajax Amsterdam before heading to Celta Vigo in Spain and Portugal’s top side FC Porto where he won the European Champions League in 2004 under manager Jose Morinho. Recently McCarthy, South Africa’s top scorer with 31 goals in his 78 games for Bafana, made a move from Blackburn Rovers to West Ham United after being on the Blackburn Rovers bench for much of the season. McCarthy is likely to be included in the 2010 Bafana squad if he is fit.

Matthew Booth, who started his amateur career with Fish Hoek AFC before joining Cape Town Spurs recently returned to South Africa to play for Mamelodi Sundowns from Russia, where he was captain of Krylia Sovetov Samara. He is a tower in defence and made a big impact in the Confederations Cup in South Africa last year. Despite speculation that coach Carlos Alberto Parreira will overlook him, as he has done in the past, he is likely to make the World Cup squad.

Another defender who originally made his name in the Cape is Nasief Morris. He played for Santos in Cape Town before moving to Greece where he played for Aris Salonike and Panathanaikos. He is currently on the books of Racing Santander in the Spanish La Liga, but is in dispute with the club over a tax issue and has not played since the Spanish mid-season break in December. Morris has been training with Santos in Cape Town and has 37 caps for Bafana and scored one goal, a penalty against Chad.
BAFANA ARE SET to continue their 2010 FIFA World Cup™ build-up with a friendly against Namibia at the Moses Mabhida Stadium in Durban on Wednesday, 3 March.

It will be Bafana’s third game this year (all against regional opposition) and they will be hoping to make it three wins in a row. They beat Swaziland 6-2 in a training match at Chatsworth Stadium with Carlos Alberto Parreira giving a number of local players a chance to prove themselves by fielding a different side in each half.

Bafana Bafana then went on to defeat Zimbabwe 3-0 in an international friendly, also in Durban. Things came together for Bafana Bafana after a sketchy first half when they scored three times in the second half through Siphiwe Tshabalala, Thulasizwe Mbuyane and Lucas Thwala.

South Africa were clear winners on the night, and nine goals in two matches is sure to give confidence to Carlos Alberto Parreira’s charges. Parreira appears to have halted Bafana’s slide under Santana, but admits he has plenty of work ahead before Bafana host Mexico in the opening FIFA World Cup™ match at Soccer City on June 11.

According to the latest FIFA rankings, South Africa is ranked 28 places above Namibia. South Africa is ranked 85th in the world and 18th in Africa, while Namibia are ranked 113th in the world.

Although South Africa have a higher ranking, and many more professional players than Namibia, the two countries were equally matched in their past games.

Namibia won their first encounter 3-2 in the Cosafa Cup competition in Windhoek in January 1998, but South Africa had their revenge with a 4-0 victory in the African Cup of Nations finals in Burkina Faso a few weeks later.

In 1999 Namibia once again beat South Africa 4-1 on penalties in the Cosafa Cup competition in Windhoek, but South Africa finally shed their Windhoek jinx when they beat Namibia 1-0 in a friendly match at the Sam Nujoma Stadium in September 2007.

Bafana Bafana were originally scheduled to play Chile on the same date but have come to an agreement to play them in 2011, after the Chilean Federation threatened to sue for breach of contract.

The two teams were to have met on March 3 to mark the official opening of the new Santiago Stadium in Chile.

The Namibian match at Moses Mabhida Stadium in Durban will form part of the 100 Days celebrations under the auspices of the 2010 FIFA World Cup™ Organising Committee.

Meanwhile, Safa CEO Leslie Sedibe has confirmed Sandown High School as Bafana Bafana’s base camp for the 2010 FIFA World Cup™. The team will occupy the base camp on their return from camps in Brazil and Germany in March and April respectively.
TOUCHING THE WORLD CUP

NOT ONLY IS SOUTH AFRICA investing in the refurbishment and construction of a number of stadia that are due to host 2010 FIFA World Cup™ matches but we are also refurbishing a number of stadia that will be used as training grounds for the visiting national teams. One such ground is the Athlone Stadium, right here in Cape Town.

The home ground of local premier league soccer clubs Ajax Cape Town and Santos, the stadium was built in 1972 and has a proud history. The stadium has recently undergone a major facelift at an estimated cost of nearly R400 million and will be used during the 2010 FIFA World Cup™ as a training ground for international teams playing in Cape Town.

The upgrade to the stadium was done in phases so the ground could still be used for Premier Soccer League matches in between building operations. However for most of the building period, the ground was not available, and both Santos and Ajax Cape Town used Newlands Rugby Stadium as their home ground.

Santos chief operations officer, Edries Burton, said playing at Newlands was a disadvantage to the team. “But we had to look at the bigger picture as Cape Town got ready to host the world’s biggest sporting event.”

Improvements to the west stand were completed in 2002 and construction on the east stand ended in 2005. Since then the north and south stand have been completed and the stadium is now ready as a main training venue for 2010.

It will also serve as a home for soccer on the Cape Flats for years to come – another proud legacy of the 2010 FIFA World Cup™.
Karen Claren

WHILE ALL EYES are poised on international soccer heroes competing for the 2010 FIFA World Cup™ and on our new stadium fields, the FIFA 2010 Western Province Health Unit has a much more serious focus: the safety of up to 150,000 fans and tourists that will flock to the FIFA World Cup™ soccer matches and surrounding events.

What is essentially a celebrated world spectacle could turn into a crisis situation, if events were to get out of control: be it simply a group of obnoxious inebriated fans becoming hostile on a hot day; a panic-driven human stampede; a bus accident or even something more sinister, but they are prepared.

Dr Wayne Smith, head of the Western Province 2010 Health Unit and an expert in emergency & disaster medicine at mass gatherings, has already devoted over two years to devising and implementing health and emergency safety measures for the 2010 FIFA World Cup™.

“The possibility of a major incident occurring during a mass gathering is a very real possibility”, warns Dr Smith, “and with this in mind the Safety and Security cluster inclusive of the province’s health component, is leaving nothing to chance”.

Appropriate emergency medical coverage is an essential FIFA requirement for the crowds that will be drawn to the city. Whether shuffling along the ‘Fanwalk’ on Somerset Road; drawn to any of the eight games taking place at the Cape Town Stadium, or seeking to party at the 31-day Fanfest at the Grand Parade in Cape Town, not to mention ‘jolling’ at the various metropolitan and rural public viewing areas.

Using research from seven years of international events, Dr Smith confirms that it is the timely deployment of expedient, cohesive and appropriate emergency services that will prevent a simple incident turning into a disaster. Accordingly, Dr Smith and colleagues from the National Department of Health have developed a risk management model that involves analysing various elements of an event to predict the number of medical personnel required for a particular mass gathering. Elements considered include, for example, weather, location, facilities, team rivalry and unexpected fan behaviour.

The Western Province Health Unit has spent over R45million (primarily funded by the Provincial Treasury of the Western Cape), to employ and train over 300 additional health, fire, rescue and emergency services practitioners; upgrade emergency equipment and facilities; acquire 30 ambulances and numerous specialised patient-carrying ‘golf carts’ and two state-of-the-art EMS helicopters.

The training has already proven to be a great asset to build relationships between the different health services in fostering united disaster management control. Unlike previous World Cup games that have benefitted from the services of countless volunteers, “our plan is to have increased available staff but also to retain our resources beyond the event”, says Dr Smith.

Long after the soccer euphoria has faded, all of these planned improvements will prove to be a true post-World Cup legacy, offering continued efficient emergency medical services that will benefit all South Africans.
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### QUARTER FINALS

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### WINNER
WORLD CUP GROUPS AND FIFA RANKS

GROUP A
Team FIFA Rankings
South Africa (ranking: 86)
Mexico (ranking: 15)
Uruguay (ranking: 19)
France (ranking: 7)

The World Cup hosts come up against 2006 runners-up France, two-time champions Uruguay and CONCACAF runners-up Mexico. France are the favourites, despite only qualifying for the Cup thanks to Thierry Henry’s infamous handball against Ireland. Home side South Africa should receive massive home crowd support.

GROUP C
Team FIFA Rankings
England (ranking: 9)
USA (ranking: 14)
Algeria (ranking: 28)
Slovenia (ranking: 33)

England cruised through an undaunting European qualifying group and Fabio Capello’s men look to have secured another fairly straightforward ride to the World Cup knock-out stages. Their biggest test will come against the USA. Algeria and Slovenia have already fulfilled their dream just by making the World Cup and it will be a big shock if they get much further.

GROUP E
Team FIFA Rankings
Netherlands (ranking: 3)
Denmark (ranking: 26)
Cameroon (ranking: 11)
Japan (ranking: 43)

The Netherlands were simply sensational in Euro 2008 – before crashing out in the semi-finals – and were just as strong in World Cup qualifying, winning all eight games. Denmark also impressed in European qualifying, while Cameroon’s scoring machine Samuel Eto'o could be their key weapon up front.

GROUP G
Team FIFA Rankings
Brazil (ranking: 2)
North Korea (ranking: 84)
Ivory Coast (ranking: 16)
Portugal (ranking: 5)

The Group of Death. Brazil are giants of the game and finished top of South American qualifying. They will face old colonial rivals Portugal, who scraped into the Cup after struggling without Cristiano Ronaldo. Ivory Coast are currently the best side in Africa, with Didier Drogba, Salomon Kalou and Yaya Toure as their stars.

GROUP B
Team FIFA Rankings
ARGENTINA (ranking: 8)
NIGERIA (ranking: 22)
SOUTH KOREA (ranking: 52)
GREECE (ranking: 12)

South American powerhouse Argentina boasts a star-studded lineup but have been well below their best under the coaching of national hero Diego Maradona. But with a team featuring arguably the world’s best player, nimble-footed striker Lionel Messi, they should win all three group games easily.

GROUP D
Team FIFA Rankings
Germany (ranking: 6)
Australia (ranking: 21)
Serbia (ranking: 20)
Ghana (ranking: 37)

This isn’t quite the tournament’s “Group of Death”, but it’s not far off it. Germany are one of the giants of the world game, specialists at tournaments with quality across the park. Serbia are playing in their first World Cup as an independent nation but they finished above France in qualifying and have three or four real stars.

GROUP F
Team FIFA Rankings
Italy (ranking: 4)
Paraguay (ranking: 30)
New Zealand (ranking: 77)
Slovakia (ranking: 34)

Italy are the reigning World Cup holders and have been handed a good draw here. Paraguay look like their only genuine challengers, with strong performances in South American qualifying and wins over Argentina and Brazil. Manchester City’s Roque Santa Cruz will pose a real goal threat. New Zealand play in their first World Cup.

GROUP H
Team FIFA Rankings
Spain (ranking: 1)
Switzerland (ranking: 18)
Honduras (ranking: 38)
Chile (ranking: 17)

Spain are the world’s best team right now following their Euro 2008 success and a perfect World Cup qualifying campaign. They are tournament favourites, and should have no trouble at the group stage. Switzerland will be confident of joining the Spaniards in the second round, with a skilful Chile outfit their biggest threat.
WORLD SOCCER’S TOP EARNERS

RICHARD KAKA
BRAZIL
AC Milan forward
Age 27
Earns €9m
One of best footballers in the world, and a proud member of Brazil’s 2002 World Cup winning team. Kaka is currently one of the two leading strikers in Brazil’s national team. He was winner of the World (and European) Player of the Year in 2007, and has an uncanny ability to score against any opposition.

DIDIER DROGBA
IVORY COAST
Chelsea centre forward
Age 32
Earns €8.4m
Drogba captained Ivory Coast in their maiden World Cup Finals in 2006 and found the net against Argentina before returning to Chelsea. His 20 goals in the league won him the Premiership Golden Boot. He has over 200 Chelsea appearances to his name, and looks like giving defenders nightmares for a few years to come.

STEVEN GERRAD
ENGLAND
Liverpool midfielder
Age 29
Earns €7.6m
Many refer to Gerrard as the greatest ever Liverpool player in history. Under his captaincy, Liverpool won the Champions’ League title in 2005 and he won the UEFA Club Footballer of the Year award for his excellent performance in 2004-05 season. He is a tireless workhorse for England and will be the heart of the midfield.

CRISTIANO RONALDO
PORTUGAL
Real Madrid winger
Age 25
Earns €8-10m
As the most expensive player and the reigning World Player of the Year, Cristiano Ronaldo is obviously a front runner to be the best soccer player for World Cup 2010. One of only two men to have won the Player of the Year award three times, (along with Zinedine Zidane), Ronaldo has scored 22 goals for Portugal.

MICHAEL BALLACK
GERMANY
Chelsea midfielder
Age 33
Earns €6.5m
Although dogged by ankle injuries, Ballack is one of the finest midfielders in the world. Under his captaincy, Germany reached the final of Euro 2008, but lost to Spain. Three-time winner of German Footballer of the Year award (2002, 2003, 2005), Ballack is a stable player who has the ability to inspire those around him.

LIONEL MESSI
ARGENTINA
FC Barcelona winger/striker
Age 23
Earns €8.4m
If any team wants to buy Lionel Messi from Barcelona, it’ll have to come up with $430 million. Barca have upped the buyout price, just to protect their key asset. Messi helped Barcelona to win two league titles and the Champions League in 2006. Messi also won the gold medal at Beijing Olympic Games in 2008.

THIERRY HENRY
FRANCE
Barcelona winger
Age 28
Earns €7.5m
Henry was the highest Arsenal goal scorer ever, before moving to the Spanish giant Barcelona in 2007, where he has a huge impact on the Spanish side. He won 1998 World Cup and Euro 2000 titles for France. His controversial “handball goal” led to France qualifying in place of Ireland in last year’s World Cup qualifier.

RAUL GONZALEZ
SPAIN
Real Madrid Striker
Age 32
Earns €6.4m
Raul is arguably one of the greatest Spanish footballers of all time and a legend at Real Madrid, with whom he has won six La Liga titles and three Champions League titles. He won the UEFA Club Football Award for Best Forward in 2000, 2001 and 2002 and has scored more goals for Spain (24) than any other player.
DURING the 2010 FIFA World Cup™ only a select group of fortunate people in the Western Cape will be able watch live soccer matches at Cape Town Stadium. However those who do not have tickets or cannot make it to Cape Town will be able to share in the action by watching the games at number of Public Viewing Areas (PVAs) around the province.

The city of Cape Town will be organising five PVAs in conjunction with FIFA and the Western Cape Department of Cultural Affairs and Sport will be presenting a Fanjol in each of the five outlying regions of the province. Specialised PVAs or Fanjols will be held in George, Beaufort West, Worcester, Vredenburg and Bredasdorp. Fanjols are much more than big-screen events and in addition to showing the 2010 FIFA World Cup™ action on the big screens, activities will include a full day’s entertainment.

Fanjols typically start at 11am with a coaching clinic conducted by the Western Cape 2010 soccer ambassadors who coach both the local children and the SAFA coaches from the region.

For children too young to play soccer or who are not interested in the sport, jumping castles and slippery slides are there to keep them entertained. All kids are supervised in a safe environment and parents can relax while their children are in the Kids Zone.

Vendors from the local community prepare and sell food in the Food Zone. All vendors have to have licences and all relevant health and safety clearances. In keeping with the FIFA Green Goal no polystyrene or paper plates are allowed, which will help to limit the amount of unrecyclable waste.

Entertainment before and after the soccer matches is provided by local DJs, MCs, freestyle footballers, local bands, dancers and Idols singers. In addition there are a number of exciting prizes and giveaways as well as educational programmes.

Fanjols in the Western Cape are one of the many ways that will help you “Touch the World Cup”. Admission is free and everyone is welcome.
Hug a South African

A NUMBER OF SOUTH AFRICANS living abroad proudly promote their home country but a group of friends in South Korea have taken patriotism to a new level. They have started a project called 'Hug a South African' to help promote the country in hosting Africa’s first FIFA World Cup™ in June.

The project is made up of ten individuals who erect South African national flags and banners with “South Africa 2010” written on them, in the busy streets of the capital Seoul.

They wear FIFA 2010 World Cup™ branded T-shirts and distribute pamphlets informing people about the 2010 FIFA World Cup™. Some wear body boards, declaring “Hug a South African”, and they hug any interested people that approach them.

Vusi Ndlovu, one of the South Africans involved in the project, said the aim of the campaign is to dissolve the negativity and stigma some Africans face in many developing countries.

"I definitely believe we have come a long way, as a country and as a people. As proud South Africans we have decided to contribute by whichever means possible, to ensure that our event is well known.”

Ndlovu said they are working closely with the South African embassy in Korea. “We do not seek any financial reward. We are doing this willingly and use our own finance for trips and related matters. Our aim is to show the other South Africans out there that you can help support your country with minimum of available resources,” he said.

The campaign, which kicked off in December 2009, has been well received by locals in Korea. Many stop to receive hugs and take pictures with the group.

Another participant said: “I think this is a great campaign; it encourages pride in our country. It also helps to promote our country and this big event.

“It’s great to do something for your country.”

2010 tickets going fast

The fourth ticket sales phase for the 2010 FIFA World Cup™ has begun with tickets being allocated on a “first come, first served” basis. Tickets can still only be purchased online or at FNB branches but FIFA have announced that after this phase of sales ticketing stations will be set up in each host city and fans will have to produce their identity document to buy tickets. A ticket hotline (083 123 2010) has also been set up.

FIFA have announced that ticket prices for South Africans have been reduced and the fourth ticketing phase ends on 7 April, with more than 400 000 tickets having been made available on a first-come-first-serve basis.

The final phase will start on 15 April and end on 11 July when the last 500 000 tickets will be available.

LOC CEO Danny Jordaan says South Africans were responsible for 79% of the 1.2 million applications in the third phase of sales (958 381 of the 1 206 865 applications received were from South Africans).

After local fans, Americans applied for 50 217 tickets, followed by the UK, with 41 529 applications. More than 15 000 tickets were requested by Australians.

Don’t miss out: Ticket prices for the 2010 FIFA World Cup™ games have been reduced for South Africans.
SOCCER IS THE MOST WIDELY PLAYED SPORT IN SOUTH AFRICA and the South African Football Association (SAFA) is responsible for administering, promoting and developing soccer in South Africa.

The Association was founded in 1991, after a long unity process that was designed to rid the sport in South Africa of all its past racial divisions. Four disparate units came together to form the organisation and their aim was to set South African soccer on the road to international competition after decades of isolation caused by apartheid in soccer. The Football Association of SA, the SA Soccer Association, the SA Soccer Federation and the SA National Football Association formed this historic coalition.

Behind the scenes, SAFA worked long and hard to provide structures to take football to all members of the South African soccer community. There are now national age-group competitions from under-12 level up; qualified coaches working around the country and nine provincial affiliates; which are further divided into 52 regions.

In the Western Cape there are six regions which are responsible for the administration of soccer in the province: Cape Winelands, Cape Town, Central Karoo, Eden, Overberg and the West Coast.

The Western Cape has 568 registered football clubs with over 120 000 football-playing members. In addition, so-called “township football” has a vast number of informal leagues. In fact, this informal football network offers a vast pool of talent because it includes the majority of talented football-loving youths in the country.

SAFA
Custodians of Cape soccer

The PREMIER SOCCER LEAGUE (PSL) is the top league in South Africa and is contested by the top 16 clubs in the country. There are two Cape Town teams in the PSL, Santos and Ajax Cape Town, both currently in the top 10.

Below the Premier Soccer League, South African football’s FIRST DIVISION is divided into the Inland Stream and the Coastal Stream – with each stream made up of eight clubs.

The VODACOM LEAGUE: The Vodacom Promotional League is contested by 16 clubs in each of the provinces of South Africa.

THE SAB REGIONAL LEAGUE, has 832 clubs and over 20 000 registered players and is the largest senior league administered by SAFA.

In addition there are two women’s leagues – the SASOL LEAGUE which was launched in February 2009 as a provincial women’s league and consists of 144 clubs nationwide with each province being represented by 16 clubs – and the ABSA Women’s (Regional) League.
WITH JUST 100 DAYS to go until Bafana Bafana run onto the pitch at Johannesburg’s Soccer City Stadium for the opening game of the 2010 FIFA World Cup™, the concept of Casual Day is getting a distinctively South African makeover.

South Africans are being urged to mark each Friday by “dressing down” in a way that will come naturally to a sports-crazy population — by wearing a football shirt to work.

Football Fridays is a national initiative to build local support and enthusiasm as the countdown to Africa’s first football World Cup gains momentum.

“We are encouraging everyone to adopt Football Friday and to wear the shirt of their favourite team,” said Paul Bannister, acting CEO of the International Marketing Council of South Africa (IMC).

The initiative was introduced in September last year and has since been encouraging the public to don shirts of their favourite team, be it Kaizer Chiefs or Manchester United, at the end of every working week. “Obviously, we’d prefer it if their favourite team were the national team,” says Bannister.

Former Bafana Bafana captain and 2010 FIFA World Cup™ ambassador Lucas Radebe urged South Africans to participate in the Football Fridays campaign. “By wearing our shirt every Friday, we will not only show a sense of patriotism but also encourage the national team to do well,” Radebe said. “Let’s all support this campaign and rally behind Bafana Bafana, because they need us.”

Football Fridays, said Sports and Recreation Minister Makhenkesi Stoffie, is all about “laying a solid foundation to build a movement around Bafana Bafana”.

But Bafana Bafana isn’t the only team South Africans are expected to support during next year’s spectacle: all African teams participating need the backing of the nation. Football Fridays also aim to inspire locals to give a warm welcome to international football fans and become top-notch hosts during the World Cup.

The Western Cape Minister of Culture and Sport MEC, Minister Sakkie Jenner said: “Football Fridays give everyone a chance to say: ‘We are proud South Africans. We support Bafana Bafana and any African team in the tournament.’”
MEC Jenner said: "We want to ensure that everyone, including the youth of this province “touch the World Cup”. We need to bear in mind that the World Cup is not only a Cape Town event, but that it is indeed there for all the people of the Western Cape.

This will all be done to ensure that a lasting legacy will be felt long after the 2010 FIFA Soccer World Cup has come and gone. Through this initiative DCAS wants to introduce street football to all communities as a lasting legacy programme of this event, he said.

The Playground Football Challenge is taking place in schools within all districts of the Western Cape. 256 teams are currently competing in eight-week league fixtures which will culminate at a tournament final in Cape Town. Each qualifying team will then represent a nation participating in the FIFA 2010 Soccer World Cup™.

Coaches from the South African Homeless Street Soccer Association, who organise the Homeless World Cup teams, will provide coaching for the schools participating in the Challenge.

Ronald Gabriel, deputy director: 2010 unit and project manager of the football challenge said: "The Football Challenge finals will also coincide with the start of the 100 days-to-go to the World Cup celebrations which kick off on 2 March.

"Apart from developing football in schools across the province, the playground football challenge encourages youth to pursue a positive lifestyle, while developing football skills, especially in this World Cup year, Gabriel said.

Paul Hendricks, Deputy Director: School Sport said: "The benefits of this venture will live way beyond 2010. Playground Football has really added another flavour to the game and has generated renewed interest in football. It will continue in our schools as we have seen the benefits of it."

The principal of Naphakade Primary, Mr Cleophus was happy to be part of the programme. He said that the football challenge had made schools in the area interact with each other in a more meaningful way.
SOUTH AFRICAN CRAFT PRODUCERS have been looking forward to the FIFA 2010 World Cup™ to sell their locally hand-crafted wares. Not everyone is going to cash in on this sporting spectacle, but with South Africa’s unofficial unemployment rate around 30%, the informal sector is likely to play an important role in ensuring that the event will be remembered for years to come.

In the Western Cape the Cape Craft and Design Institute (CCDI), (a not-for-profit company set up by the Western Cape provincial government and the Cape Peninsula University of Technology) is rolling out a range of programmes to support the 1 400 craft enterprises on its database and help them make the most of this once-in-a-lifetime marketing opportunity.

The CCDI has set up a 2010 section in its Gift Warehouse. Manager Rose Reddy says: “We are sending out calls for products and seeing some completely new 2010 event-related items, while others are adapting their existing lines. We are also hoping for, and gearing towards, good general sales of South African craft products, even if they don’t have a specific 2010 theme, because of the large influx of visitors.”

Some amazing products, ranging from beaded soccer boots to felt soccer balls, are on display and labels on offer include:

- **Makoya Makaraba**: Cape Town-based graphic designer Michael Souter has a core team of six workers making iconic soccer headgear.
- **Kelp Vuvuzelas**: Graphic designer and illustrator Adam Carnegie first made vuvuzelas from kelp to help his son with a school project. They sold out within half an hour, so he started painting vuvuzelas in his garage and now has a social upliftment programme.
- **Vivacity**: Danolene Johanessen has added a 2010 lady’s handbag, sling bag for men, backpack, tog bag and shoe bag to her range of bags, clothing and caps. The 2010 handbag is shaped like a soccer ball and its interior is lined with pictures and a poem.
- **Bead Nation**: Zimbabwean Abraham Tapera, who started off selling small wire objects and beaded pictures at busy intersections, has produced a wire and bead replica of the Cape Town Stadium that would do any chairperson’s desk proud.

FIFA has repeatedly advised South Africans to “think outside the box” when trying to capitalise on the 2010 World Cup™.

“European and English fans won’t want to buy 2010 memorabilia, they will want to buy something African to remind them of the good time they had here,” says FIFA media officer Delia Fischer. “South Africa must decide what it wants to show the world.”

And 2010 Local Organising Committee CEO Danny Jordaan says the 2010 World Cup™ must showcase African flair - both on and off the field.
2010 FIFA WORLD CUP™ STARS

Teko Modise - South Africa
Michael Ballack - Germany
Cristiano Ronaldo - Portugal
Fernando Torres - Spain
Lionel Messi - Argentina
Steven Gerrard - England
Didier Drogba - Ivory Coast