

PROVINCIAL GOVERNMENT FANJOLS DURING THE 2010 FIFA WORLD CUP TOURNAMENT



If you were fortunate enough to attend one of the FIFA matches live at our majestic stadium in Green Point, you would most probably have wanted everybody to share that experience with you. Consequently DCAS organised and funded Fanjols in the 5 regions to ensure that the less fortunate could also 'touch the World Cup' without paying any admission fees. Fanjols were hosted in George, Beaufort West, Worcester, Vredenburg and Bredasdorp. A Fanjol is a complete package of education and entertainment and the concept for all 5 towns was exactly the same. It included far more than only SABC broadcasts of FIFA matches countrywide on big screens. Apart from educational programmes, it provided an opportunity for local DJ's, MC's, bands, dancers, singers and freestyle footballers to showcase their skills and abilities. For the smaller and younger children, supervised, safe environments at the Kids Zone ensured sufficient stimulation and entertainment. Vendors from the local communities were licensed to trade in the Food Zone. A separate area for VIP's provided the opportunity for healthy and strategic networking. The Fanjol concept will certainly not die at the end of the tournament, since DCAS invested in a mobile LED screen to promote Mass Participation in sport but also strategically gave communities access to major national and international sporting events. Through these initiatives we have ensured that a positive social legacy, which enhances social cohesion and our capacity to deliver future high calibre sporting events is left behind for our people.

BREDASDORP



DEPARTMENT of
CULTURAL AFFAIRS
and SPORT

Provincial Government of the Western Cape

GEORGE



DEPARTMENT of
CULTURAL AFFAIRS
and SPORT

Provincial Government of the Western Cape

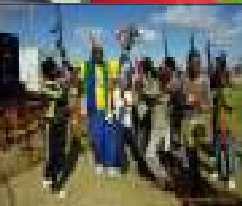




WORCESTER



BEAUFORT WEST




**DEPARTMENT of
CULTURAL AFFAIRS
and SPORT**
Provincial Government of the Western Cape



VREDENBURG



DEPARTMENT of
CULTURAL AFFAIRS
and SPORT
Provincial Government of the Western Cape