

BUFFALO CITY MUNICIPALITY

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**Buffalo City
Municipality**

19 November 2008

For immediate release

BCM sets the ball rolling towards 2010

“Big time football returns to East London”

THE momentum for Buffalo City’s ambition of becoming a base camp for the 2010 Soccer World Cup is gaining strides.

From high profile professional soccer matches, exciting top prized knockout thrills to scintillating local football derbies; BCM is set to be abuzz with fanatic football *Vuvuzelas*.

The Municipality set the ball rolling earlier this year in February – when the City hosted Swedish Premier League side Gefle IF, which played against South African Premier League high flyers Bloemfontein Celtic in East London.

This was followed by an engagement with the business community addressed by Academic and Marketing expert Paul Hoffman – who spent six weeks in Germany during the soccer 2006 world Cup.

He subsequently advised that team privacy at a top class accommodation and good training facilities are just two of the things the City needs to get some 2010 action.

And the City is dribbling just past that.

In the next few weeks, the City’s is tackling a series of high profile engagements that will see it position itself as a football destination of choice not only internationally but to locals as well.

BCM will be part of the strong Eastern Cape contingent that will be rubbing shoulders with the football nerve centre at the massive **Soccerex** gathering in Johannesburg from November 23.

The four day event will provide the global football community with a unique platform to *learn, network* and *do business*, under one roof, in the province that will host the FIFA 2010 World Cup final. With over 4000 delegates and 300 exhibitors, from over 95 countries expected to attend Soccerex 2008, this year’s event is sure to be the biggest and historic.

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The proudly Eastern Cape contingent will feature stakeholders from government and tourism including host City Nelson Mandela Bay.

The people-centred place of opportunity hopes to learn, interact and convince targeted teams that they are better advantaged at camping in Buffalo City for maximum performance.

Also on November 23, the City is opening its shores to Eastern Cape Premier League outfit **Bay United** who will be taking on Ajax Cape Town in a league encounter in East London.

BCM calls on all its citizens to massively rally behind 'Umlilo' and ensure that they display their renowned dazzling football.

A week later (November 30), all eyes will be on the City for the lucrative **Telkom Cup** semi-final between Ajax Cape Town and Free State Stars at the Absa Stadium in East London.

Back on the City's various playing fields however, BCM's core constituency...the people, have not been left behind.

The City has just launched the **Annual Buffalo City Challenge Cup** that is set to reverberate the football spirit in townships, villages and suburbs in its midst.

Under the theme: *Woza uzobona: we can't wait to meet you.* the City will be engaging 32 teams from across the length and breath of the province battling it out.

The tournament carries total prize- money of R95000 with the first placed team netting R30 000, R20 000 for second and R15 000 on offer for the third- placed team. There are also cash prizes for top scorer, goalkeeper of the tournament, the most disciplined team, best coach and best player, who will all pocket R1000 each.

It will be played from November 28 to December 06.

- **Ends** -

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