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2010 comes alive with a series of roadshows

The Mpumalanga Department of Culture, Sport and Recreation will be hosting three roadshows in all the regions of Mpumalanga that are aimed at encouraging the communities to support the 2010 FIFA World Cup. Mpumalanga will host four matches during the 2010 world cup at the newly built Mbombela Stadium and the matches will feature Italy v/s New Zealand, Ivory Coast v/s North Korea, Australia v/s Serbia and Chile v/s Honduras.

The roadshows will inspire and motivate communities in the province to host and welcome all people who will flock to Mpumalanga during the world cup as well as encourage people to rally behind the world cup by buying tickets and attending all matches in the province as well as the official Fan Park and Public Viewing Areas. The roadshows will also be used to encourage people to join existing Bafana Bafana structures in the province so that the national team could be well supported during the world cup.

SAFA, Love Life, the National Youth Development Agency, Coca Cola, McDonalds, Municipalities in the province, the SABC, MTN, the Athletics Federation, Extreme Studios and the 2010 FIFA World Cup Organising Committee will join the roadshows in order to increase the marketing for the 2010 FIFA World Cup in South Africa.

The roadshows will start on 05 March 2010 at the Driekoppies Stadium, Nkomazi, Ehlanzeni Region, move to the Perdekop Siyazenzela Sports Ground in Ermelo on 06 March 2010, Msukaligwa, Gert Sibande Region and the last one will be held at the Metsimadiba Open Grounds in Siyabuswa, Dr JS Moroka, Nkangala Region on 07 March 2010.

All activities will start at 08:30 at the roadshows and they feature Zakumi, Street Football, Wheelchair Races, Coaching Clinics and lots of entertainment. FIFA Ambassadors as well as the Diski Dancers will come on board to support the roadshows, while Nthando, Ringo Madlingozi, Thandiswa Mazwai, Malaika and many more artists will keep the crowd entertained.

Minister of Sport and Recreation, Reverend Makhenkesi Stofile will also join the roadshows where he will deliver a keynote address.

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