



PRESS RELEASE

For immediate release

The Official Bafana Bafana Social Project

Johannesburg (15th July 2009) Following the huge success of the Confederation Cup, during which time South Africans were united in their unfailing support of Bafana Bafana, the time has come now for our national team to show their support for the country.

Today SAFA together with SLAM, SAFA Master Licensee, is launching the Official Bafana Bafana Social Project, The United 4 Bafana Bafana, Buy a Band, Donate a Rand Campaign”.

The Bafana Bafana Social Project is part of our national football team’s legacy programme for 2010 – their way of making a difference through a credible social programme; and at the same time leaving a positive mark in the community from now leading up to the World Cup.

The project takes the form of a unique and colourful rubber wristband, the United 4 Bafana Bafana band.

The wristband represents a tangible unifying symbol; as well as being an affordable accessory with which all South Africans can identify. By purchasing a band, South Africans are not only able to show their support for the team, they are also contributing to the success of World Cup 2010 and contributing to social upliftment.

For every band sold, one rand will go to developing football stars of tomorrow, as well as to credible charities through The Trust*. With the entire nation uniting in support of this incredibly worthwhile cause, we will be sure to reach our goal of raising 10-million Rand by 2010 and truly making a perceptible difference.

“We are incredibly proud of this initiative,” says Raymond Hack, CEO of the South African Football Association. “Football has the exceptional ability to unite a nation, and the funds generated through the sale of the bands will go a long way in building the champions of tomorrow.”

Retailer Pick n Pay, has come out in support of this one-of-a-kind initiative and will partner the United 4 Bafana Bafana Campaign for the launch phase. Pick n Pay has purchased 200 000 wristbands, and these will be for sale at Pick n Pay stores throughout the country as from Thursday 16 July 2009.

In keeping with their ongoing commitment to social responsibility, Pick n Pay has taken their involvement even further by committing to match every rand donated to the campaign through the sale of the wristbands.

Said Jonathan Ackerman, Marketing Director of Pick n Pay: “Since the inception of Pick n Pay some 42 years ago, it has been our practice to serve the communities in which we are privileged enough to operate, and this campaign has provided us with the ideal platform to do exactly that. We are particularly proud to be involved as launch partner; and to be able to provide hope where it is needed most.”

SAFA has committed to marketing the band as the Official Bafana Bafana Social Project from now until 2010 and to support the campaign by investing and leveraging the team in every possible way. “The marketing strategy around this project is a mix of emotions aimed at bringing out the best in all South Africans, coming together as one for the best possible ‘off-field’ performance of our country unified as one team for 2010,” says MD of SLAM, Vivian Casaletti, who together with SAFA conceived of this plan.

The initiative will kick off with a compassionate and emotional campaign, the face of which is none other than Bafana Bafana’s most capped player, one of South Africa’s role models both on and off the field of play and captain of our national football team, Aaron Mokoena.

“We couldn’t have wished for a better ambassador for this campaign. Aaron brings a true sense of pride and compassion to this project. His commitment and passion for social upliftment and for the United 4 Bafana Bafana, Buy a Band, Donate a Rand Campaign is that of a true leader and champion, an example to us all,” says Vivian.

Says Aaron Mokoena: “By wearing the band you are not only supporting the team but our dream for a better South Africa. That’s why I am proud to be part of this initiative and hope that others like me will follow in promoting the campaign and in raising funds for the less fortunate. It’s important that we do our best off the field of play, just as we do on the field when we represent our country and hold the hopes of millions of South Africans.”

As mentioned, proceeds of this campaign will go to developing football stars of tomorrow through the SAFA Development Trust aimed at developing all aspects of the beautiful game and to credible charities through The Trust, a registered web portal which provides a network of reputable and accountable South African charities in 13 of the most important social categories, which are selected through a due diligence process so to ensure accountability irrespective of their size, purpose or geographical location.

To top it all when consumers purchase the United 4 Bafana Bafana band, they will also have the opportunity to win great soccer prizes. The competition element is hosted within the mobile application **mibli** – owned by the Mobile Services Company. By sending the unique number (found on the back of the pack) to a shortcode, customers stand in line to win fabulous soccer prizes! Once the user has registered with mibli they will immediately have access to a free United 4 Bafana Bafana wallpaper to be found in the download section on the mibli main menu.

The United 4 Bafana Bafana Wristband will be on sale from 16 July 2009 in all Pick n Pay stores countrywide for R14.99.

Make your difference, support your team, support your country! Buy a Band, Donate R1.

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About SLAM

SLAM, SAFA Legal & Management, is SAFA's Master Licensee and Bafana Bafana's exclusive licensing agency.

SLAM falls under the SAFA's Commercial Department and manages all SAFA's trademarks including and not limited to Bafana Bafana.

SLAM's vision to **DRESS THE NATION** and to build the Bafana Bafana brand through a meaningful licensing programme & marketing strategies that will elevate the perception of the brand and develop it into the leading sports brand in South Africa.

SLAM's mission is to capture the essence of Bafana Bafana and make it accessible through exciting merchandise to the broadest base of supporters and people. Upholding the highest level of professionalism, SLAM, through its programme will assist in building a lifestyle brand that all South African's can associate with & be proud of.

With South Africa hosting the 2010 World Cup, SLAM has the opportunity of broadening the brand's boundaries and to showcase the true passion and spirit of Bafana Bafana.

For further information please visit the SLAM website www.slam.co.za or contact Vivian Casaletti from SLAM on 011 523 3030.

About The SAFA Development Trust

The SAFA Development Trust was established to focus on all developmental activities and programmes of the Association. The objective of the SAFA Trust is to create an effective and sustainable structure that will assist with the development of Football under all its aspects.

With a view of ploughing back to the developed skills and resources into the beautiful game, the SAFA Trust aims to improve the standard of professionalism and competitiveness of Football in South Africa.

The SAFA Trust will focus on developing resources and skills in the various key areas of football paying special attention to the development of administrators, coaches, referees and officials, players as well as providing leadership and organizational programmes.

For more information please contact Victor Nosi, SAFA Commercial Director on 011 494 3522.

About mibli

mibli is a mobile eco-system combining numerous services into one 'on phone' customizable application which provides access for non-intrusive incentivized advertising and reward redemption. An innovative messaging solution instantly connects users to communities and the electronic wallet allows for purchasing and delivery of e-products.

mibli is owned by the Mobile Services Company – a subsidiary of the Blue Label Telecoms Group.

For more information log on www.mibli.com

About Pick n Pay

Founded in 1967 as a family controlled business with four small stores in the Western Cape, Pick n Pay listed on The JSE Limited (JSE) Securities Exchange the following year, and over the past 42 years has become South Africa's largest retailer.

Pick n Pay was founded on the premise of fighting for the rights of the consumer and it has over the years established itself as a frontrunner in terms of social responsibility – it was, after all, founder Mr Raymond Ackerman who coined the famous phrase: "Doing good is good business."

Concentrating on food, clothing and general merchandise, the Pick n Pay Group is managed through three divisions – each with their own management boards. Pick n Pay currently have supermarkets and Hypermarkets around the country, and remains one of the country's most popular retailers.

About The Trust

The Trust is a web portal that aims to make it easy, affordable and risk free for individuals and corporates to find and contribute to charities throughout South Africa and other African

countries. The Trust provides a network for reputable and accountable South African charities who have been qualified through ongoing due diligence - irrespective of size, purpose or geographical location.

The Trusts' web portal is your helping hand.

The Trust aims to streamline the act of giving by creating a single access point for a range of causes. The idea is to boost the fundraising ability of charities by consolidating marketing efforts under one umbrella. By focusing on international celebrity endorsement through its many high-level contacts, The Trust is able to marshal significant support around several causes, from animals in distress to women and child abuse.

Charities affiliated to The Trust are expected to adhere to strict reporting and accountability guidelines in order to continue receiving support from us. Every cent of every rand donated to our causes is tracked, accounted for and distributed to charities with maximum efficiency and transparency. In addition, to all of the above, The Trust has the active support and buy-in of many of South Africa's leading businesspeople. This means we are able to benefit from literally decades of cumulative business experience and the result is a charity run on business priorities for maximum effect.

Visit their website www.thetrust.org.za for more information.

The Trust Social Categories



The Trust approved Charities to date (53)

- Aaroni-Jeloena Foundation
- Adopt-a-school foundation
- Animals in Distress
- Ann Harding Cheshire Home
- Autism SA
- Bopanang Community Based Organisation
- Canca
- Cart Horse Protection Association
- Cape Town Child Welfare
- Childline Gauteng
- Choc
- CINDI – The Children in Distress Network
- CrCAD child-youth care agency for development
- Dalatani bush school
- Grand Patron: Foundation
- De Goede Hoop Fonds
- Delta Environmental Centre
- Etafem Day Care Centre Trust
- Enlighten Education Trust
- Field Band Foundation
- Focus on Thamba
- Guild Cottage
- JHB Parent-child counselling centre
- Junior Achievement SA
- Kids haven
- Kitty haven
- LHC Foundation
- LDClean Trust • Phedisoang
- Mauduzi Hospice Association
- Nazareth House
- Noah
- Ntlatase korveld trust
- P&VA
- Puppy haven
- Quad Para Association Peka-Culini Natal
- Reach for a Dream
- Rehabilitation of Wildlife Trust
- SA Cares for Life
- SA National Council for the blind
- SA Rugby Legends Association
- SA Toilet Association
- Sinethemba Community Project
- The Papillon Foundation
- The Sunshine Association
- The Topos Foundation
- Tomorrow: trust
- Trace-As-Wee 4 kids foundation
- UNICEF
- United Sisterhood
- Usandiso Filmstries
- Vmaka
- Ziphahamse
- Zuzakhe House

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