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Clothing range for Bafana fans

26 November 2008

The South African Football Supporters Association has welcomed the creation of an official clothing range for Bafana Bafana fans.

"It's an incredible Christmas gift for the supporters ahead of the 2009 Confederations Cup and 2010 World Cup," said executive member Gladys Bailey.

Known as "United 4 Bafana Bafana", the Slam-conceptualised clothing range will be sold at selected stores in February.

Led by former Kaizer Chiefs brand manager Vivian Casaletti, Slam is a company formed by the South African Football Association and Blue Label Telecoms.

"Bafana Bafana supporters will be easily recognised. It's so beautiful, we urge South Africans to buy the range and show that we are really behind Bafana Bafana."

Bailey and Safsa executive member Freddy "Saddam" Maake were among the celebrities who unveiled the clothing range at a function in Sandton on Monday night. Bafana Bafana coach Joel Santana was also present.

Victor Nosi, Safa's commercial director, said: "The aim is to build a brand for Bafana Bafana. Slam have marketing rights for Bafana Bafana.

"We know that Safa depend on sponsorship. Part of the money raised will go to Safa."

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Excited: Safa commercial director Victor Nosi is flanked by soccer fans Saddam Maake and Gladys Bailey at the launch of Bafana Bafana supporters clothing range in Sandton on Monday night. Photo: RAmatsiyi Moholoa

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