



## **MEDIA RELEASE**

### **Coca-Cola Amateur Soccer Cup kicks off in time for World Cup Soccer fever**

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**IMMEDIATE RELEASE**

**04 June 2014**

World Cup Soccer fever is hitting the globe in the lead up to the games in June this year, and Cape Town is celebrating with its own soccer tournament! The Coca-Cola Amateur Cup recently launched with over 750 soccer teams which have been given the opportunity to show off their sporting skills over the next five months. The first game was played on 18 May 2014 and the finals will take place in October 2014, venue to be confirmed.

In its 19<sup>th</sup> year, the Coca-Cola Amateur Cup brings together a pool of local soccer talent and future soccer stars. The annual event is Peninsula Beverage Company's (PenBev – local bottler and distributor of The Coca-Cola Company products in the Western and Northern Cape) biggest sporting sponsorship of the year which supports local communities. PenBev's Marketing Activation Manager, Dan Davis elaborates, "Investing in growing local talent in Western Cape communities is what it is all about. We are very fortunate to be able to give back to those communities who have supported us over many years and we look forward to seeing Cape Town's soccer talent come to life – let the games begin!"

The Coca-Cola Amateur Cup is managed by Cape Town's South African Football Association (SAFA); PenBev will be refreshing consumers and players at most of the games, keeping the teams motivated and hydrated.

For more information about Peninsula Beverages, visit [www.penbev.co.za](http://www.penbev.co.za) or contact 021 936 5500. PenBev is also on Facebook [www.facebook.com/PenBev](http://www.facebook.com/PenBev).

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