



MEDIA RELEASE

Local Sun Valley future soccer star heading to Brazil

IMMEDIATE RELEASE

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Carl Van Rensburg (first row, fourth from the left) from Silvermine Academy High School in Sun Valley (near Noordhoek, Cape Town) celebrates for being selected as one of four players travelling to Brazil for the COPA Coca-Cola Brazil Camp in June later this year, thanks to his incredible soccer talent.

Competition was fierce amongst South Africa's young soccer stars as players across all nine provinces from school soccer teams battled it out during the COPA Coca-Cola 2013 season to be recognised as one of South Africa's future soccer heroes in the tournament. After months of spectating and reviewing the young sporting enthusiasts, only four were selected to attend the COPA Coca-Cola Brazil Camp 2014 from 10 – 15 June 2014.

15 year old Van Rensburg along with his three other travelling companions have been put through their paces since being selected for the trip to Brazil. A rigorous programme of fitness training sessions, lectures on nutrition, sports science tests as well as insight training on media and social media among others by former Bafana Bafana legend Helman Mkhalele, was all in preparation for the trip.

The jam-packed six day Camp includes training sessions, a course about Brazilian football, a 'white party' and their own soccer tournament. The highlight of the trip is attending the opening match of the FIFA World Cup where the host country Brazil takes on Croatia.

Van Rensburg will travel with fellow soccer camp winners Khulekani Kubheka from Clapham High School in Pretoria, Luyanda Mdlalose from Orlando High School in Gauteng and Ndlozi Ndaba from School of Excellence in Gauteng.

COPA Coca-Cola is known as one of the best platforms for talent identification in South African football development structures. The aim is to create the world's largest and most inclusive football grassroots program. Peninsula Beverage Company (PenBev - local Western and Northern Cape bottler and distributor of The Coca-Cola Company products) is tasked with implementing the COPA Coca-Cola tournament in the Western Cape. PenBev's Corporate Communication Manager, Denise Green comments, "We invest in our local young sporting talent to help them reach their goals and dreams. We hope that with our support, South Africa's rising stars are given the chance to shine."

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