



MEDIA RELEASE

Waving goodbye to Cape Town's beloved Crate Fan, Elliot



MMEDIATE RELEASE

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Caption: Elliot the Crate Fan has stood high at the V&A Waterfront, Cape Town since 2010 but it's time to say goodbye as the iconic symbol for the FIFA World Cup is dismantled. The 15 metres tall Elliot was a remarkable sight in Cape Town consisting of over 2600 red Coca-Cola crates!

PenBev (Peninsula Beverage Company - local bottler of The Coca-Cola Company's products in the Western and Northern Cape) assisted with the dismantling of the Coca-Cola Crate Fan, Elliot. Work began on 24 June 2013 and took two weeks to complete. The initial plan was that he would stand at the V&A Waterfront for a year to commemorate the FIFA World Cup, but the public fell in love with him and so it was decided to keep him there a little longer. After three years of much attention, it's time to say goodbye to him.

Elliot truly was an engineering masterpiece and so was the dismantling process, which included safety procedures such as securing the entire surrounding area off so that

every crate could be individually removed using ropes. “The crates will be used in a Western Cape recycling programme in partnership with Coca-Cola South Africa.” commented Denise Green, Corporate Social Investment Manager for PenBev.

Although this is the end for our beloved Elliot, Coca-Cola South Africa is currently in discussions with the V&A Waterfront on a replacement installation.

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

Photographer: Craig Wilson

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