



MEDIA STATEMENT

SABC COMMEMORATES THE ICONIC 2010 FIFA WORLD CUP THROUGH #REMEMBER2010 CAMPAIGN

Johannesburg, Thursday, 11 June 2020 - The South African Broadcasting Corporation (SABC), through its sports platform, [SABC Sport](#), has launched a new campaign to commemorate ten years since the broadcast of the 2010 FIFA World Cup. The campaign **#Remember2010**, is in line with the SABC's commitment to keeping the public entertained particularly under the current lockdown climate.

The public service broadcaster's month-long campaign marks a decade since the global spectacle of the FIFA World Cup was first hosted on African soil. As the official broadcaster, the SABC played a central role in leveraging the power of its TV and Radio platforms to become the eyes and ears of all South Africans, as we rallied behind the national soccer team, Bafana Bafana with the 'Feel it, It is here Campaign'.

It is therefore fitting that the public broadcaster remembers 2010 by delivering sports content that meets its public mandate while serving the millions of South Africans who rely on it for entertainment. Through the **#Remember2010** drive, the audience and football loving supporters will:

- Remember the moment Africa stood up, and raised its hand to be counted in the global football fraternity;
- Remember the first goal of the soccer World cup on African soil, a moment that sent Bafana Bafana into a disk dance, when "Philip" was here;
- Remember BaGhana; and
- Remember when the Spanish were crowned World Champions on African soil.

Audience and viewers will be invited to share their memories of the 2010 FIFA World Cup by sending 30 second voice notes, pictures or videos via WhatsApp to **+27 079 445 0354**. Selected memories will be used in radio promos as well as digital platforms to drive the celebrations for the duration of the campaign.

[SABC Sport](#) General Manager Gary Rathbone stated "In 2010, the world came home and SABC was the stage on which the greatest sporting spectacle was enjoyed by millions of our people. The SABC stands proud in delivering public value to our audience and commercial partners through the content that not only unifies all corners of our country, but celebrates the diversity and colourful characters of this nation and the world beyond our borders."

[SABC Sport](#) is calling on all South Africans to wear their favourite football teams' jersey on Fridays for the next month, starting 12 June.

Fans can also look forward to a selection of FIFA World Cup matches that will be broadcast on SABC platforms from this weekend. In doing so, South Africans will be able to relive those wonderful memories and share these with the next generation.

A full programming schedule for the campaign is available on www.sabcsport.co.za or @sabcsport on twitter and Facebook.

#Remember2010

ENDS

Issued by: Group Communications

Media Enquiries: Mmoni Seapolelo (Acting Spokesperson)

seapolelomv@sabc.co.za | T. 011 714 3057 |C. 073 688 1590