



ONE FAMILY

INTERNATIONAL FOOTBALL VILLAGE

June 10th - July 11th at Birchwood, Johannesburg, South Africa

IT'S TIME TO PATA PATA AT THE INTERNATIONAL FOOTBALL VILLAGE

Johannesburg, 15 June 2010, Think of the ultimate mega mix of South African bands – who would you have on that list? Ok good, now add another ten names of some of South Africa's hottest talent and you will have the entertainment line up of the International Football Village.

"This World Cup is all about celebrating, whether you win or lose and the way that South Africans celebrate is with music which is why we have lined up the biggest names in the industry to come and take to our stage in the Ke Nako Plaza," explains Mike de Vries, CEO of International Football Village.

The International Football Village is located on a five-hectare site at the Birchwood Hotel & Conference Centre, a mere 10 minute drive from the OR Tambo International Airport.

Not only has the International Football Village arranged for all the matches to be viewed on their giant screens across the Birchwood campus, they have also put together an exciting line up of South African and African talent to entertain visitors. Fans will be entertained by the likes of Jamali, Garth Taylor, the Parlotones and Crash Car Burn to name but a few. A couple of African acts from various SADC countries will also be on the bill.

"During our opening weekend, we had Freshly Ground on hand to fire up the crowds," says Kevin Clarence, Sales Director of the Birchwood Hotel. "The atmosphere was electrifying!"

One of South Africa's hottest musical experts, Lira will also be performing. She has enjoyed international success since being announced as the winner of the Channel O Real Music Award in 2004. Lira's original compositions are distinctly refreshing, evoking authentic expressions of contemporary jazz, and a fusion of Xhosa and Zulu lyrics with Latin rhythms that is irresistibly intoxicating. Visitors to the Village will undoubtedly enjoy what she has to offer including her hit song, Feel Good.

The International Football Village is proving to be the place to be if you don't have tickets to



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the game. Crowds have streamed through the gates over its opening weekend to catch the entertainment as well as to watch the various bands performing live.

“For us, it’s not only about the football, even though that is a big part of the day’s events. We wanted to create a safe and secure place where you could not only watch the kings of the beautiful game but also enjoy other items on our bill such as our artists and our various themed bars and restaurants. We are committed to embracing Ke Nako in the best way we can – by saying welcome world, International Football Village is here for your entertainment,” concludes de Vries.

For more information on the International Football Village, visit their website at www.onefamily.co.za or become a fan on Facebook.

Editors Notes:

Fan tickets cost R100 per day, with corporate hospitality tickets available at R500 per person. Tickets are available from Computicket or from the Birchwood Hotel. For more details, phone (011) 897-0000 or visit www.onefamily.co.za.

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Words: 459

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