



ONE FAMILY

INTERNATIONAL FOOTBALL VILLAGE

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

One family: A warm African welcome at International Football Village

Local and international soccer supporters, visitors of South Africa, businesses and their clients as well as media will be invited to enjoy the Beautiful Game in laid-back style at the International Football Village at Birchwood Hotel during June and July.

This private-sector World Cup initiative, designed to enable fans to celebrate soccer in an environment that showcases true South African hospitality, will be extending a warm African welcome to visitors from 10 June to 11 July.

This festive football village in Ekurhuleni – the only one of its kind in the football world – will offer entertainment such as the German Fan Mile, a Brazilian Caipi bar, a Bavarian beerhouse, and an African shebeen, every day from 11am. Restaurants and pubs aplenty will add to the ambience, and there will be regular live performances by music acts such as Jamali, Garth Taylor, Mean Mr Mustard and Loyiso.

Even if you are not attending any soccer matches, at the International Football Village (IFV) you can still enjoy a complete World Cup experience – in a safe, secure and inviting environment.

Large parties, small groups and individual soccer fans can feel free to relax, kick back and watch the matches live on the big screen in the 2 000-seater arena located at the German Fan Mile, while mingling with visitors from across the world.

Every night before a match, a soccer night party will rock the village with live entertainment, football experts, musicians and DJs hitting the stage.

The IFV will be located on a five-hectare site at the Birchwood Hotel & Conference Centre, near OR Tambo International Airport. It is the brainchild of Birchwood CEO, Kevin Clarence, along with South African, German and other business partners. The initiative is headed by Mike de Vries, a German branding and communication expert who was closely involved in the organisation of the 2006 World Cup in Germany.

“As the host nation, we have a once-in-a-lifetime opportunity, not only to enjoy the event, but become part of it and also to showcase true, warm South African hospitality,” says Mike de Vries, the International Football Village CEO. “This outstanding project gives all the ideal platform to do so.”



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Adds Clarence, the Birchwood CEO: “We therefore invite patriotic South Africans and business leaders to join and support us for this chance to build unity, excitement and morale within businesses and forge closer ties between our compatriots and with the world. The aim is to integrate South African people from all walks of life, giving them the opportunity to participate in the event while taking on the role of genial host.”

In addition to welcoming avid soccer fans, the IFV provides the ideal opportunity for companies to entertain clients, guests and employees in comfort while enjoying the largest sporting spectacle on earth. More than 50 private corporate suites are available for this purpose.

A media centre will be provided at the village with facilities for press conferences and talks, and with the previous day’s matches being analysed by an international team of experts.

The IFV also boasts a four-star Apartment Park, comprising 655 rooms equipped with all the necessary mod cons to ensure the utmost comfort of guests.

Far more than merely a football fiesta, the IFV offers an invaluable opportunity to network, forge relationships and consolidate business ties during informal interaction or during the scheduled events, lectures and forums.

Fan tickets cost R100 per day, with corporate hospitality tickets available at R500 per person. Tickets are available from Computicket from Monday, 19 April or from Birchwood Hotel. For more details, phone 011 897 0000 or visit www.birchwoodhotel.co.za.

The partners of the Kick off event of the International Football Village are South African Breweries, Computicket, Coca-Cola, Distell, and Bitburger breweries (an official sponsor of the German national football team). The German Stars of Tomorrow charity, a development aid project assisting young South Africans, will also have its headquarters at the International Football Village.

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