

# Zakumi goes to Portugal

The official mascot of the 2010 FIFA World Cup will be revealed for the first time in Portugal today, Wednesday, 14 January 2009. The event, which is being hosted by the South African Embassy, will explore South Africa's readiness to host the world cup and the country as a tourism destination of choice.

Calvyn Gilfellan, CEO of Cape Town Routes Unlimited and Danny Jordaan, CEO of the 2010 Local Organising Committee, are the main speakers at the 2010 World Cup and Tourism Promotional Event in Lisbon.

With just over 510 days to go until 2010 kick-off, the destination marketing organisation is working hard at such marketing platforms to explore more opportunities for the destination. "Media representatives and others attending the event will have the unique opportunity to get an exclusive look at the 2010 FIFA World Cup; learn more on the most recent developments and the impact this event will have on tourism in South Africa, and the Western Cape specifically," says Gilfellan.

He will speak from a tourism perspective focusing on the Western Cape and Jordaan will cover the country's readiness for the 2010 FIFA World Cup.

Paulo Farinha, deputy editor of the Portuguese magazine *Volta ao Mundo* and Ruben Obadia, director of Publituris, will also be part of the panel, sharing their recent travel experiences in SA.

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