

## Supa Strikas goes pan-African

With its launch in Uganda this week and Kenya in the new year, the hugely popular soccer comic, Supa Strikas, will reach fans in 6 African countries.

Ugandan readers' first glimpse of the continent's greatest soccer team follows launches in Nigeria, Botswana, Namibia and South Africa during the last 18 months. Kenya's first issue goes out in February next year and, with it, the comic's circulation will exceed 1.1 million copies per month.

Supa Strikas has enjoyed a phenomenal response from sponsors for the Ugandan version to be distributed by the leading newspaper, New Vision, giving it a launch circulation of 46 000 copies. Sponsors in Uganda include Caltex, Coca Cola, MTN and Simba Telecom.

Supa Strikas, is the gripping story of a professional soccer team and its colourful and entertaining characters. The story begins when the super-talented Shakes Mokena is spotted playing in a local amateur league and follows his colourful rags-to-riches tale.

Supa Strikas, is produced by Strika Entertainment (Pty) Ltd and is distributed in South Africa by the Sunday Times. Supa Strikas has secured sponsorship from a number of leading brands including Caltex, Coca Cola, Nike, Metropolitan Life, MTN (Uganda), Spur and Coca Cola.

The Supa Strikas phenomenon continues to gather momentum and the product is rapidly becoming a household name from Lagos to Cape Town. The vehicle provides our sponsors with a unique marketing, brand building and communications channel, said Andrew Smith, Director Strika Entertainment.

The 2002 Supa Strikas Trophy Edition goes on sale next week in South Africa. This year's issue contains 204 pages of full-colour Supa Strikas action and includes the last 12 issues.