

## 'We did it in Paris, let's do it in SA'

"As custodians of Brand South Africa we rejoice in the national flood of patriotism sweeping the country," said the International Marketing Council of South Africa (IMC) in a press statement earlier this week, sharing in the joy of all South Africans in winning the Rugby World Cup in Paris.

"With the backing of the entire country spurring them on, the Bokke showed the world that South Africa is truly a nation of winners," said Yvonne Johnston, CEO of the IMC.

She called on all South Africans to demonstrate the same support for SA's hosting of the 2010 FIFA World Cup. "If South Africans rally together and show the optimism, commitment and support as was seen on Saturday night when the Springboks beat the English, we really will host the best World Cup ever."

"If we can do it in Paris, we certainly can do it in South Africa in 2010 – and show the world how 'Alive with Possibility' our country really is."

For more, visit: <https://www.bizcommunity.com>