

## Bafana parade gathers awards

At the [MTN Radio Awards](#) in Sandton at the weekend, Talk Radio 702, 94.7 Highveld Stereo, 567 Cape Talk, 94.5 Kfm won the "Community Project" as well as the "Best Promotions/Stunt/Event - Commercial" categories for the "United we shall stand for Bafana Bafana" parade ahead of the 2010 FIFA World Cup, which attracted tens of thousands of people. Minister of Sport and Recreation, Fikile Mbalula, congratulated them on the awards.



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The judges in the "Community Project" of the Year category said, "This project was so large in scale and so powerful, that it stood head and shoulders above all competition, successfully drawing a crowd of over 200 000 to support the national team.

"It was the right concept executed at exactly the right time. It was heart-warming to see South Africans, irrespective of any individual affiliation, forget their differences and unite behind the national team."

In the "Promotions/Stunt/Event" category, the judges remarked, "The phenomenal turnout of this event - which saw some 200 000 South Africans unite in a parade to support Bafana Bafana ahead of the World Cup - is indicative of its success."

Primedia Broadcasting organised the parade with the support of Southern Sun and SuperSport two days ahead of the World Cup kick-off. Primedia Broadcasting's Yusuf Abramjee and Natasha Wadvalla, who were among the main organisers of the successful parade, accepted the two awards.

### Support overwhelming



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Abramjee said: "We feel humbled and honoured. The Bafana Bafana parade would not have been possible without the support of South Africans who came out in there thousands. The aim was to rally the nation behind our boys and we succeeded. It created much excitement and much needed patriotism.

"The images from Sandton and other town and cities went around the world. It was a sea of yellow. Soccer and non-soccer fans came out...we united, shouted with one voice and flew our flags high.

"Some of us joined the players, coach and soccer administrators on the bus around Sandton. It was unbelievable. I expected some 30 000 people to pitch-up and could not believe my eyes when I saw how many thousands of people lined the streets. The sound of vuvuzelas was deafening."

Wadvalla added, "The parade was pulled together at short notice and it took a lot of hard work, organising and logistics. It was a team effort. We had many sleepless nights - but it all worked out well at the end.

"We are all excited at winning these two awards. The recognition means a lot and we salute each and every South African who supported us and those who assisted us in making the parade a success. The team at Primedia Broadcasting was amazing," she added.

At the time, the South African Football Association (SAFA), said the parade was the biggest show of support for any sporting code in the history of South Africa.

At the National Press Club/AON Newsmaker of the Year- 2010 event last month, CEO of the 2010 Local Organising Committee, Danny Jordaan, who won the award jointly with FIFA President, Sepp Blatter, also made reference to the

parade and Abramjee's role and how it successfully united the nation.

## **Next big thing**

Abramjee said Primedia Broadcasting would continue to support national sporting teams as part of the LEAD SA initiative, in partnership with the Independent Group of Newspapers.

"It is the right thing to do. Just as we supported Bafana Bafana last year and the Proteas more recently, we need to get behind the other sporting codes also.

"The next big thing is rugby. With the Springboks taking on the world later this year, we going to make sure we rally the nation behind them."

View the [gallery](#) of the United We Stand parade for Bafana Bafana.

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