To the FIFA member associations

Zurich, 2 April 2009

FIFA World Cup Trophy Tour by Coca-Cola

Dear Madam President, Mister President,

dear friends,

Some of you witnessed the success of the FIFA World Cup Trophy Tour organised with Coca-Cola that took place prior to the 2006 FIFA World Cup™.

As the most widely-recognised sports trophy, the FIFA World Cup Trophy represents the values of football, its universality, fair play, the tradition of a competition existing since 1930 and the emotions associated with the sport we all love so much!

Based on the success of the 2006 tour and with the continuous support of our long-term partner Coca-Cola, we wished to expand the scope of the FIFA World Cup Trophy Tour by introducing a more ambitious circuit for 2009 and 2010.

I would like to share with you the following information regarding the 2009-2010 tour and our vision going forward.

- **African tour**
The 2010 FIFA World Cup™ has been awarded to South Africa but our vision is that it should have a special meaning for the whole African continent.

With that in mind, FIFA has held discussions with Coca-Cola on the possibility of taking the trophy to all 53 African countries. This will be conducted during the period of September to December 2009.

- **Global tour**
Our commitment as agreed with Coca-Cola is to visit all 208 member associations by the year 2022.

We visited 29 countries in 2006 and plan to visit 30 countries for this edition of the tour, which will take place from January to April 2010.

- **South African tour**
As conducted for the past three FIFA World Cups™, the tour finale will take place in the host country of the 2010 FIFA World Cup™ from April to May 2010.
However, FIFA would like you to note that the final itinerary could be amended for various reasons, including political ones.

In the coming weeks, the FIFA administration will send you more details, including some information on preparation meetings which will take place during our next FIFA Congress.

I am very happy to share with you this exciting vision surrounding the FIFA World Cup Trophy.

For the Game. For the World.

Yours faithfully,
FIFA

Joseph S. Blatter

cc: Executive Committee
Confederations
Organising Committee for the FIFA World Cup