

PowerAde ‘Chosen by FIFA to Hydrate 2010 FIFA World Cup™ Players’

WHEN THE WORLD’S TOP FOOTBALLERS compete for the sport’s ultimate prize during the 2010 FIFA World Cup™, they will be able to reach for a PowerAde to hydrate. FIFA has officially designated PowerAde as “Chosen by FIFA to Hydrate 2010 FIFA World Cup™ Players.”

“FIFA only chooses the best technical partners to work with and we are delighted to be able to offer all players PowerAde during the 2010 FIFA World Cup tournament,” said Professor **Jiri Dvorak**, FIFA Chief Medical Officer. “Players know they have to stay hydrated at all times and the effective hydration and energy PowerAde gives them will help them perform at their best and hopefully go a long way to achieving an exciting and competitive tournament for all the countries involved.”

During the month long tournament PowerAde will be “pitch side” at all 10 venues, hydrating 736 players from 32 countries before, during and after all 64 games, from the opening game between South Africa and Mexico on June 11, all the way through to the Final in Johannesburg on July 10, 2010.

England striker **Wayne Rooney**, commenting on the designation said, “For me, hydration tools such as PowerAde are a vital part of my kit bag and they really help me to keep up performance levels, whether in training or during matches.”

PowerAde also unveiled a novel experience online that depicts what happens inside the human body when faced with different physical and mental scenarios while playing football. The digital film hosted on www.youtube.com/powerade, showcases a ‘never-ending’ football game played around the world and allows a viewer to click on certain frames for a “deep-dive” look at what is happening inside the minds and bodies of the characters. In one example, a viewer can follow the course of PowerAde inside a player’s body to see how various organ functions are impacted and learn how nutrient delivery enhances performance. The “deep-dive” technique is a relatively new approach in digital film creation.

“We are delighted that FIFA has chosen PowerAde to hydrate the world’s best footballers during the FIFA World Cup,” said **Mark Greatrex** SVP, Still Beverages, The Coca-Cola Company. “The FIFA World Cup™ is the biggest sporting event in 2010 and an incredible platform for us to showcase the brand to a worldwide audience. This is a major milestone for the PowerAde brand and an indication of the importance of the sports drink category in our portfolio of beverages.”

Research has shown that as little as 2 percent dehydration can seriously affect a player's performance. *PowerAde*, when consumed throughout extended exercise, is designed to provide effective hydration and maintain performance by helping to replace essential fluids, carbohydrates and body salts lost during such exercise.

For more information please visit www.powerade.com



PIX CAPTION:

The official PowerAde FIFA World Cup 2010 logo.