

FOOTBALL FRIDAYS TO SPREAD WORLD CUP FEVER



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Pretoria - Fridays in South Africa are set to become more colourful with stuffy office gear and school uniforms being exchanged for bright soccer jerseys.

The 2010 FIFA World Cup Local Organising Committee will later today launch the Football Friday initiative aimed at spreading the World Cup fever amongst South Africans.

By encouraging people to wear the jersey of their favourite football team, especially the Bafana Bafana jersey, every Friday until the start of the World Cup, the LOC hopes to build support and enthusiasm for the event.

The launch of the initiative coincides with national Casual Day, where schools allow pupils to wear "civvies" and employees dress down. Casual Day is a fundraising project benefiting persons with disabilities.

The initiative forms part of the national 'Fly the Flag Campaign', which seeks to encourage South Africans to fly the South African flag at every opportunity, to learn to sing the national anthem and support the national team Bafana Bafana. - **BuaNews**