

## adidas Unite Mzansi Unite truck hits Jozi

After almost four months since its launch in the City of Gold, the adidas Unite Mzansi Unite (UMU) truck carrying the gigantic Bafana Bafana jersey makes its return to the city.



Back in November 2009 in down town Johannesburg at the Market Theatre, adidas launched the UMU campaign which is aimed at uniting South Africans behind the 2010 FIFA World Cup and a platform for the fans to register their support for the National Football team - Bafana Bafana.

Since then, the now famous yellow jersey has travelled to five other host cities such as Bloemfontein, Cape Town, Port Elizabeth, Durban and Nelspruit being the latest stop last week, en route to Jozi with thousands of signatures collected from South Africans.

Some prominent government leaders to have supported the campaign include President of the Republic of South Africa -

Jacob Zuma, Helen Zille, Noxolo Kiviet, and Dr Zweli Mkhize.

Other high profile personalities that have put their signatures are: 2010 LOC CEO Danny Jordaan, adidas Global CEO Herbert Hainer, SAFA President Kirsten Nematandani, former Bafana Bafana captains Neil Tovey and Lucas Radebe, current players Aaron Mokoena and Tsepo Masilela, Springbok captain John Smit and teammates Bismarck Du Plessis and Ruan Pienaar, the Stormers rugby club, Ajax Cape Town FC and AmaZulu FC, all of which signed the giant jersey during the Bloemfontein, Cape Town, Port Elizabeth, East London, Durban and Nelspruit legs of the tour.

Renowned celebrities such as musicians L'vovo Derrango, Ntokozo Masinga, Hlengiwe Mhlaba, Bongzi Dube and Msawawa, Isidingo actor Tsepo Maseko, writer and composer Mbongeni Ngema, have also signed the jersey when it was in their home towns.

After signing the giant jersey on the truck, the public is presented with a special yellow Umu buff item, which is a symbol that you have signed the jersey.

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