

SA goes for flag world record



The Keep Flying initiative – together with initiator Draaftfcb South Africa, Vodacom, the International Marketing Council of South Africa, Lead SA and SuperSport – will attempt to set a new world record at the Springbok-All Blacks Tri-Nations clash at FNB Stadium in Soweto on Saturday.



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The record attempt – 90 000 South African flags in one venue at one time – has been lodged with Guinness World Records, the ultimate authority on record-breaking achievement.

The Vodacom Fan Cam, a high definition camera with 360° picture-taking and geo-tagging capabilities, will provide the photographs required by Guinness so that that the organisation can audit the record-setting attempt.

FNB Stadium, formerly Soccer City, host to the first and final matches of the 2010 Fifa World Cup, has a capacity just short of 84 500, excluding its 99 suites, so record attempt organisers are urging everyone who attends the rugby match to bring along more than one flag.

"When we launched Keep Flying as a way of encouraging all South Africans to retain the sense of unity and achievement we'd felt during the Soccer World Cup, we knew we wanted the campaign to culminate with a memorable event," Draffcb South Africa group CEO John Dixon said in a statement on Wednesday.

"Initially, we thought we'd organise a minute of noise for Africa – a crazy 60 seconds filled with vuvuzelas blaring, car hooters hooting, drums drumming, voices shouting – but that seemed so transient.

"Instead, we looked for something that could be documented, verified and carved in stone – a lasting memorial to our nation's flag and what it symbolised for us all during the World Cup," Dixon said. "Setting a world record just seemed the appropriate thing to do.

"We looked to Vodacom, SuperSport, the International Marketing Council of South Africa and Lead SA – Primedia's awesome campaign that truly embraces the spirit behind Keep Flying – to help us plan and prepare for the attempt.

"And now we're calling on all South Africans going to support the Springboks on Saturday at FNB Stadium to show as much 'gees' as they did during the World Cup. Two hands means two flags; what could be simpler!"

Vodacom's Enzo Scarcella said the telecoms giant was "delighted to be a part of this record-setting attempt and to be able to use Vodacom technology to record it for both auditing and bragging purposes."

Besides sending its geo-cam photographs to Guinness World Records for verification, Vodacom will post them to the media partner websites – 702, Highveld, SuperSport – so that fans attending Saturday's game can find themselves on the photos, upload them to Facebook and send them to friends.

"What a wonderful way to support your country, and what a great way to prove you were there," said Scarcella. Highveld, 702 and SuperSport began broadcasting details of how spectators can prepare for Saturday's record attempt on Wednesday. It is likely that the official attempt photography will take place at half-time.

"Of course, our team will be back in the dressing room preparing for the second half of the game," Dixon said, "but imagine what a rev they'll get knowing that 90 000 South African flags are waving for them in that stadium. "Once again, come on South Africa, get your flags out!"

Sourced by SA – The Good News via SouthAfrica.info