

# OFM creates own soccer headquarters for 2010

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While the rest of South Africa is counting down the hours to the kick-off of the 2010 FIFA World Cup; central South African radio station, OFM is putting the final touches to their very own soccer headquarters at the Loch Logan Waterfront in Bloemfontein.



*The OFM Soccer Headquarters at the Loch Logan Waterfront in Bloemfontein.*

From the start, the radio station has been putting their weight behind the World cup and Bafana Bafana. According to Nick Efsathiou, OFM's marketing manager; "the station's support and investment into the 2010 FIFA World Cup in central South Africa included print campaigns, on-air content and interactive on-line activities. Staff dressed up in soccer gear on Friday's, decorating offices with soccer balls, Vuvuzela's and flags. There was no hesitation in joining the Vuvuzela moment on Thursday, blowing our Vuvuzela's in the street and from our office balcony. We are ready to welcome the world to central South Africa! Now, the station has gone even further, building the OFM Soccer Headquarters at the Loch Logan Waterfront shopping centre."

The three-week project is complete and it includes a fully equipped radio studio able to broadcast a one-to-four man radio program with an activation area that boasts three big screens. OFM will broadcast over 58 hours from this studio from Monday, 14 June. Over the next three weeks, presenters Christie Hansen, Lindsay Battersen, Rian van Heerden and the breakfast club with Tim Thabethe will at some stage find themselves in the middle of thousands of soccer fans and the sound of the national weapon - the Vuvuzela!

The OFM Soccer headquarters will also showcase the online OFM soccer game for visitors to play and stand in line to win an OFM branded foosball table. The foosball table will be at OFM Soccer Headquarters and the station hopes that visitors will take some time and play.

Bafana Bafana fans will also be given an online platform to "fly the flag for Bafana" at [www.ofm.co.za](http://www.ofm.co.za). Local lifestyle magazine *Get-it* will have a photographer on site, with soccer gear and props, where fans can take photos at the studio and capture their memory immediately.

Efstathiou added: "we are rather excited about OFM's Soccer Headquarters and encourage the world visiting Bloemfontein, or even just shopping at the shopping centre, to pop in and see what the fuss is all about!"

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