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For Immediate Release

**Gauteng Tourism Authority and Sedibeng District Municipality Awards 400  
Tourism Volunteers for Excellent Service during 2010 FIFA World Cup**

As host province of the 2010 FIFA World Cup, the Gauteng Tourism Authority (GTA) selected 440 volunteers from Gauteng's six regions to assist in promoting and creating a lasting image of the province as a whole to the many soccer fans who spent time in Gauteng.

In line with its mandate of marketing and managing the destination, GTA invested R2,5 million towards the training and temporary employment of tourism volunteers. The training covered topics such as customer care, safety issues and tourism information services.

Operating as tourist guides, tour operators and information officers the volunteers made a vital contribution in Gauteng's successful hosting of the 2010 FIFA World Cup.

"It gives me great pleasure to be here today to pay due recognition to the tourism volunteers of 2010 FIFA World Cup. The high levels of service you displayed while hosting and disseminating information to our many visitors edged Gauteng's hospitality in our visitors' minds and hearts," says Dawn Robertson, CEO of GTA.

"Hosting the 2010 FIFA World Cup, demonstrated, in a tangible manner, our commitment and on a wider front, raised South Africa's international profile. It provided an excellent opportunity for us to showcase Gauteng as 'Africa's World City', through the extensive coverage by the international media. The 2010 FIFA World Cup also served as a strong vote of confidence by the international community in the competence of South Africa," says Sedibeng MMC. Cllr Johnny Tsotetsi.

"The attainment of a Certificate of Achievement therefore represents a significant accomplishment to all of you, who sacrificed and supported the Gauteng Provincial Government in hosting one of the world's favorite sports. Today you are not only Gauteng ambassadors but South African ambassadors. For this we salute you", Dawn Robertson congratulated the tourism volunteers."

Of the 440 tourism volunteers who were employed during the international soccer tournament period, some volunteers have gone on to receive offers of employment at various tourism and hospitality establishments.

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