



PRESS RELEASE

The Football Supporters' Federation

Embargoed 00.01 Friday 4 December 2009

FSF NEWS: Fans' Guide to South Africa 2010 launched today  
[Embargoed 00.01 Friday 4 December 2009]

The England fans' guide to South Africa 2010 is today being launched by the Football Supporters' Federation (FSF) to coincide with the tournament's group draw.

The website will prove a vital resource for the thousands of fans planning to make the journey to South Africa. Produced by the FSF as part of their Nationwide FSF Fans' Embassy service, the "by fans, for fans" guide will provide information and advice on all issues relating to a World Cup experience – travel, accommodation, safety, ticketing, and more.

The website marks the first stage of the FSF's services for England fans next summer: it will be followed by the publication of a free guide book in the spring, and the provision of the Fans' Embassy service in South Africa itself, with the publication of a new edition of the now familiar Free Lions fanzine for every England game.

The FSF's director of international affairs, Kevin Miles, said:

"More than in other recent tournaments, fans travelling to South Africa should plan ahead. This isn't Germany, or even Portugal, where a last-minute decision to jump into a car and go, sorting things like accommodation out on arrival, will do.

"Fans would be well advised to make as many of their arrangements as possible well in advance, such as booking accommodation, and deciding how to get between venues. The draw marks the point at which the precise location of at least the first three England games will become known, and this website will provide much of the information needed to start making plans."

The Fans' Guide to South Africa 2010 features:

- The latest on-the-ground news from the Fans' Embassy team in South Africa.
- A detailed guide to every host city.
- SMS text service and Twitter feeds to keep every fan updated free of charge.
- Fans' blog and photo stream.
- Directory of local accommodation, travel companies, tourist attractions and more.
- An exhaustive travel essentials list.

Visit [www.fsf.org.uk/worldcup](http://www.fsf.org.uk/worldcup) for further information.

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Notes to editors:

Visit [www.fsf.org.uk/worldcup](http://www.fsf.org.uk/worldcup) for further details.

The Football Supporters' Federation (FSF) is the national supporters' organisation for all football fans from England and Wales comprising more than 150,000 individual fans and members of local supporters' organisations from every club in the professional structure and beyond. For more info <http://www.fsf.org.uk/about-the-fsf.php>

The FSF is available for comment on the Fans' Guide to South Africa website and the World Cup draw itself which takes place at 5pm (GMT) on Friday 4 December.

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