

Photography: Gallo Images

Fan-tastic!

MTN Ekasi TV warms the Townships during FCC

The cold winter nights didn't stop more than 80 000 fans from watching the FIFA Confederations Cup on the permanent big screens at the MTN Ekasi TV sites in the JHB City Parks. The parks became a sea of yellow as people of all ages took advantage of the free entertainment to support their favourite team and players in the safe 'fan parks' atmosphere.

Bafana Bafana's success in the tournament was a major plus, says MTN Ekasi TV founder, Graeme Joffe. "The fans braved the icy weather and brought an incredible party atmosphere to all the parks. It was an unbelievable success and just to see adults and kids alike having so much fun is what MTN Ekasi TV is all about."

MTN Ekasi TV is currently live in 14 sites: Diepsloot, Ivory Park, Orange Farm, Alexandra, Eldorado Park, Lenasia, Diepkloof (Soweto), Thokoza, Joubert Park, Kathlehong, Kwathema, Mhluzi (Middleburg), Elandsdoorn (Limpopo) and Phalaborwa. The remaining six sites in the Eastern Cape, Kwa-Zulu Natal and Western Cape will be rolled out before the end of the year.

"It breaks my heart to see

people in minus five degree weather with no jerseys and some with no shoes but it makes one feel a little better to know you are making a difference to their lives with the daily free entertainment," added Joffe.

The MTN activations in Thokoza and Ivory Park brought the parks to life. DJ's, dancing, SMS and football competitions kept the masses entertained for hours before the games kicked off. "The goggo's strutting their stuff will be a lasting memory. The Vuvuzela's never stopped – I can't wait to see what happens in 2010."

The first MTN Ekasi TV was launched in Diepsloot in December 2007. "We've come a long way, says Joffe. This is a legacy project for now and way beyond 2010. We have had incredible support from MTN, JHB City Parks, DSTV and Ellies – companies with big hearts and a strong social responsibility philosophy."

MTN Ekasi TV has daily DSTV programming which has also helped to get kids off the street, reduce crime and uplift the communities.

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