

MEDIA RELEASE
DRAFTFCB SOUTH AFRICA



'Keep Flying' Signature Available For Download

The *Keep Flying* campaign aiming to encourage South Africans to unite behind the country's flag after the final whistle blows at the 2010 World Cup has announced that it has a 'digital signature' available for download on the www.keepflying.co.za web site.

This signature can be saved and inserted into all your email messages to demonstrate your commitment to ensuring the country doesn't suffer from post-World Cup depression – as all other host nations have done – when the final whistle blows on Sunday night.

This is what it looks like:



Come on, show your support, download the signature and flaunt it!

And, if your company wants to incorporate the *Keep Flying* logo into their advertising, download that as well from www.keepflying.co.za) together with a manual detailing how and where to apply it.

Another way companies can join in the campaign is by purchasing *Keep Flying* buttons and distributing these to their staff and customers. These buttons are currently in production and available for purchase by emailing keepflying@draftfc.co.za.

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