



THE OFFICIAL BROADCASTER OF THE  
**2010 FIFA WORLD CUP  
SOUTH AFRICA™**

May 2010

### **ATTENTION : FIFA "SUPER FANS"**

**Here are a few things that we need to know about you before we begin selecting our "SUPER FANS":**

**\*\*We are not looking for expert commentary about the World Cup. We are looking for a "SUPER FAN" that can paint us a picture about what soccer means to them personally.**

**Can you answer the following questions:**

**Full name and contact info (include email address and telephone number)**

**What Canadian city will you be writing from during the FIFA World Cup? (If not, where will you be?)**

**What team will you be cheering for?**

**Can you watch the games LIVE when your team is playing?**

**Can you tweet for us?**

**Can you Skype?**

**Would you be willing to do TV/radio/phone interviews?**

**Can you blog for us? (see below for more details)**

**Why are you cheering for this particular team?**

**Discuss what soccer and the FIFA World Cup mean to you and your community. Explain: rituals, superstitions, pre game preparation(s); what you and your community do if your team wins or losses; and fondest memories of past FIFA World Cup moments.**

**Will you be able to send us your fave videos/pics for us to post?**

**Will you be available to BLOG for us? If yes, the following is required:**

**One introductory blog before the start of the World Cup that tells our audience who you are and what soccer means to you, and why you're cheering for the selected team.**

**We would also require you to blog on the day your team is playing (pre or post game, both if possible).**

**If your team has an early exit you're still welcome to blog. Whether it be about your disappointment/frustration, or about which team you'll be cheering for next. Your entries will still be appreciated.**

**For the teams that do NOT reach the knockout stage, if there still is interest in the tournament, even after your country has been eliminated, it would be great to get an outsiders perspective on the rest of the games. Who you're cheering for and why, where will you watch the game, what was your experience like cheering for another team, etc?**

**REMEMBER: Blogging is not just writing! It's also pictures, or videos, or tweets, or status updates.**

**Sometimes, a picture is worth a thousand words.**

**If you think that you are your team and country's "SUPER FAN " than let us know as soon as possible!**

**Good Luck to everyone and we're looking forward to getting to know what makes you a "SUPER FAN".**

**Please put SUPER FAN/and team preference in the subject line and send to: [Roma.Andrusiak@cbc.ca](mailto:Roma.Andrusiak@cbc.ca)**