

Sony Ericsson's Confederations Cup Flagbearer Competition

Sony Ericsson's Flagbearer initiative kicked off on 20 May 2009 at Skeen Primary School in Alexandria, Johannesburg.



Skeen Primary School is the first of many schools to benefit from this initiative, which gives our football-crazy youth the opportunity of a lifetime to be able to walk on to the same pitch with their idols as Official Flagbearers at the FIFA Confederations Cup 2009 games. Sony Ericsson partnered with Let's Play, Supersport's social responsibility initiative, and Active Education, Play Partner to Let's Play, to improve children's lives through sport. The day's event was made even more successful with the donation of R48 000, 00 from Sony Ericsson towards the initiative.

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