

## NEWS RELEASE

### THE COCA-COLA DOME IS JOHANNESBURG'S BEST CONCERT VENUE

It's official, the Coca-Cola dome is Johannesburg's best concert venue – and that is what Joburgers are saying.

“One of the most credible affirmations is from your patrons – and we are delighted that they have voted us the best concert venue in Johannesburg for the 13th consecutive year,” says the dome's Marketing Manager Taryn Schild.

The Leisure Options Best of Joburg Readers' Choice Awards are now celebrating their 16th year and received over 75 000 readers' votes in 2011. Leisure Options is published by one of South Africa's largest media houses, the Caxton Group.

The results follow open ballots which gave readers the opportunity to vote for the best of the best in Johannesburg across a large number of different categories, ranging from music and nightlife, restaurants and shopping to goods and services.

“The more than 640 000 people visiting the dome every year cannot be wrong. As one of Gauteng's most recognisable landmarks and one of South Africa's top multi-purpose venues, the dome offers versatile space - accommodating just over 19 000 people under one roof, one of the many reasons for our popularity as a concert venue.

“This year saw major concerts hosted at the dome, including the sold out German industrial metallers Rammstein, Trey Songz, The Script, ZAR Fest featuring Timbaland and Ciara and James Blunt's Some Kind of Trouble tour. Still lined up for this year is Musiq Soulchild who will be performing live on 19 November, and 9 December sees the best rapper of his generation, the Lil Wayne 'I am still music' concert. The best classical artist of his time, Andre Rieu is already booked for August next year.”

Earlier this year the Coca-Cola dome was ranked 19th in the worldwide arena venues chart based on ticket sales for the first quarter of 2011 by the USA and UK based Pollstar Magazine - the only trade publication covering the worldwide concert industry and tracking major touring acts around the world.

The venue also recently received a Golden Arrow Award for the third successive year in the PMR.africa awards' national survey on event and exhibition venues.

Schild ascribes the dome's success to the venue's commitment to providing every individual who visits the venue with the highest level of consistent service. “Patrons' safety and a wonderful experience at the venue is a top priority for management and staff.

“We thank our clients for their continuous support and for bringing world class events to our venue, as well as the people who support these fantastic events - the patrons who have visited our venue this year, voting us number one.”

(Ends)

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### **About the Coca-Cola dome**

The Coca-Cola dome is a multi-purpose entertainment venue which can be transformed into whatever you need it to be – whether you want to launch a product, throw a year-end celebration, host a banquet for 500 to 5 000 guests or a large convention, attract 19 000 fans to a top international concert, or hold an exhibition that draws in a record number of visitors. Thebe Venue Management, a division of Thebe Exhibitions & Projects Group, manages the dome on behalf of the owners, the Sasol Pension Fund. The management contract has been renewed until 2019 - the third term in a row.