



A Beautiful Game on a Beautiful Continent

Being text of a goodwill message sent by the African Public Relations Association (APRA) to The President of the Confederation of African Football (CAF) Mr. Issa Hayatou on the occasion of the 28th Edition of the African Cup of Nations

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It all started in 1956 in Lisbon, Portugal when a few visionaries came together to birth the vehicle for Africa's integration into global football, the Confederation of African Football (CAF). This was quickly followed in 1957 by the hosting of the first edition of All Africa football tournament in Khartoum in which only three countries namely Egypt, Ethiopia and host country Sudan featured.

Fifty Five years later with sixteen nations, the whole of Africa and indeed the world wait with palpable excitement, for the commencement of the 28th edition of the African Cup of Nations Finals (AFCON) holding between Saturday January 21 and Sunday February 12, 2012 and jointly hosted by Equatorial Guinea and Gabon.

The African Public Relations Association (APRA), the continental body for the practice of professional public relations proudly shares the ideals of AFCON which include: promoting interaction and unity among Africans, showcasing the best of African talents, developing infrastructure and promoting tourism in Africa.

AFCON has no doubt put Africa indelibly on the global map. Sports, especially the game of football, can no longer be referred to as mere entertainment and vocation as its compound values in many respects far outweigh that of most traditional businesses. Its positive impact on the socio-economy and politics of many African nations cannot be over-emphasized.

Notably great African brand icons and indeed role models for African youths have emerged through AFCON attracting global brands such as Coca Cola, Samsung, Nike, Pepsi etc. Unarguably some of the highest paid footballers on the globe are Africans.

For this and other positive developments in African soccer, APRA salutes Mr. Issa Hayatou, President of the Confederation of African Football (CAF) and other members of his Governing Council.

APRA congratulates the host nations of the 28th edition of AFCON, the numerous officials and administrators, the sponsors, the media, the millions of fans across the continent and indeed the entire people of Africa on the occasion of Africa's biggest soccer fiesta.

APRA welcomes those visiting Africa for the tournament and invites them to enjoy the warm hospitality and sights of our great continent. In this vein we wish them all a pleasant stay.

To the competing teams, APRA wishes you all the best of luck and may the best win.

There is nothing left to say but;

“Let this beautiful game begin, on this beautiful continent!”

Signed:

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About APRA:

APRA the successor body to the Federation of African Public Relations Associations (FAPRA), was inaugurated in 1975 in Nairobi, Kenya.

APRA's aims and objectives are the attainment of the highest standard of professional practice of Public Relations in Africa; promote African Unity and co-operation especially as a consultant body to the African Union and its various agencies.