

## The fan-helmet of the 2010 Soccer World Cup is on course of expansion

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Press release from: [Makarapa](#)



Makarapa is the name of the «brother» of the polarizing Vuvuzela. Just like the plastic trumpet, the innovative helmet for the supporters is deeply rooted in the South African fan culture. In spite of their common origin, the helmet's benefit is that he's neither deafening loud nor hazardous to health. Nothing seems to stand in the way of a triumphal course of the Makarapa as a novel fan-article meeting with its characteristics the «nerv» of the present time.

The Makarapa is a funny and colourful helmet, which will attract a lot of attention at the upcoming 2010 World Cup in South Africa. Just like the Vuvuzela, which became known at the 2009 Confederation Cup, the Makarapa has a strong cultural background in South Africa. The term Makarapa derives from the late 70s, respectively the early 80s. Originally, it was used in South Africa in a colloquial way to refer to the immigrated mine workers. Today it stands as a synonym for the coloured and shrill helmets.

Compared to the plastic trumpet, the Makarapa is neither nerving nor hazardous, but even provides a minimal protection to the supporters, for instance against beer bottles in the stadium. In addition, the Makarapa is absolutely new to the market and has never before been seen on the market for fan-articles.

Also the president of the FIFA, Sepp Blatter, has already received a Makarapa as a present on the occasion of a FIFA inspection. Even though the assumption suggests itself, the Makarapa is not an official FIFA fan-article.

As a must-have accessory for the 2010 World Cup, creating identity like no other object, the Makarapa is very likely to establish itself as a fan-article also beyond the World Cup. The Makarapa will be purchasable in different country designs in specialist sports shops in the European Union. [Exclusive] distribution corporations are sought.

Further information regarding the Makarapa are available beyond [www.makarapa.eu](http://www.makarapa.eu). Access to the media-site [further background information, pictures, logos etc.] can be obtained via [www.makarapa.eu/media-en.html](http://www.makarapa.eu/media-en.html).

About 'Makarapa':

The company 'Makarapa' is a sole proprietorship based in Hettlingen [Switzerland] with Mark Diggelmann as its director.

The company is aiming at bringing the Makarapa to Europe in the run-up to the Soccer WC 2010 and establishing as a novel fan-gadget. In this way the Makarapa™ should symbolically convey the South African vitality and «positivity». The director of the company is the owner of the European Union trademark «MAKARAPA».

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