



## Media Coverage

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Midweek Nation, 23<sup>rd</sup> October 2013

### World Cup in



*Jeremy Faa (left), general manager, Venezuela, Caribbean and the Guyanas Coca-Cola Company and Ray Chee-A-Tow, representative from BBC, unveiling the FIFA World Cup Trophy yesterday at the Grantley Adams International Airport. (Picture by Sharon Harding.)*

BY RANDY BENNETT

The historic arrival of the FIFA World Cup Trophy in Barbados yesterday was met with a low-keyed reception and without much fanfare.

And apart from a select few schoolchildren who gathered at Hilton Barbados just after midday to get a glimpse and photo opportunity with the prestigious trophy, very few Barbadians would have even known about its arrival.

**THE BREWSTER TRUST {registered charity N° 825}**

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Unlike its previous stops in both St Kitts and Nevis and St Lucia, where thousands of excited and anxious supporters converged at the Silver Jubilee Track And Field Stadium and Beausejour Stadium, respectively, there were only a handful of people present at the I AM Jet Centre when the red, yellow and green FIFA/Coca-Cola aircraft touched down at the Grantley Adams International Airport at 9:45 a.m.

Minister of Sports Stephen Lashley missed a chance to see the hardware, leaving the airport to attend yesterday's no-confidence motion in Parliament before the trophy had arrived.

Barbados was the 23rd stop the trophy has made since it began its world tour in September, in which it is expected to visit 89 countries around the world.

One of the bright sparks of the day's event would have been the fact that on its first stop ever to the island, 17-year old Cadijah Mars, a student of The Lodge School, accompanied the trophy on its private flight from St Lucia.

The trophy, which was stored in a Louis Vuitton suitcase, was initially showcased under a black veil, before eventually being uncovered to rapturous applause.

Earlier in his brief remarks Minister Lashley expressed his delight at having one of the world's most prestigious sporting trophies on the island.

"Having the 2014 FIFA World Cup Trophy in Barbados today is indeed a great moment in time for us.

"It not only heightens our interest in the 2014 FIFA World Cup Tournament slated for Brazil, but it creates excitement in the football fraternity in Barbados as it offers as it were, a once-in-a-lifetime opportunity to actually have a first-hand view of the world's most coveted symbol of football," he told those gathered.

Lashley also used the occasion to reveal that Government would soon be rolling out its Sports Policy, which will speak to the creation of a sports sector and recognize sports as an industry.

After leaving the airport, the trophy was escorted to the Hilton Barbados, where 80 students from several secondary schools across the island, including Lester Vaughan, Deighton Griffith and Alma Parris, were allowed to view it.

They also heard from Mars about her experience during her travel with the trophy.

Referring to questions about the low-keyed reception, Coca-Cola representative Annamaria Gazda told MIDWEEK SPORT that each stop had its own unique schedule.

"You can't really compare countries because every country is different.

"But every country has a lot of people who are passionate about football and those are the people that we want to reach," she explained.

"It's not really about the cultural differences or the country's differences or the size of the country, it's more about the people who love the sport itself."

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Jan Shetters, FIFA's representative for the duration of the eight-month world tour said that he was extremely happy to be in Barbados, and he was amazed at the amount of interest shown in football in the Caribbean.

"The whole team is really enjoying this tour. What we have realized is that there is a big, big passion for football in the Caribbean.

"Especially today seeing the youth being so excited to see the World Cup Trophy, that's what we are really trying to achieve and that's why FIFA and Coca-Cola are doing this," Shetters said.

The FIFA World Cup Trophy stands 14.4 inches high, weighs 13.6 pounds and is made of 11 pounds of 18 carat gold, with a base containing two layers of malachite.

Only heads of state and former World Cup winners are allowed to touch the trophy.

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## **FIFA cup stops over**



*Here, Mars (centre), along with Coca-Cola representative Annamaria Gazda (left), unveiling the trophy to several schoolchildren at Hilton Barbados, where it made a stop. FIFA representative Jan Shetters looks on.*

Barbados welcomed a prestigious visitor yesterday – the FIFA World Cup Trophy. As part of a world tour leading up to the 2014 World Cup in Brazil, the trophy arrived with little fuss and fanfare.

Cadajah Mars, a 17-year old student of the Lodge School, had the privilege of escorting the trophy on its flight from St Lucia, where the cup was previously on show.

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Daily Nation, 24<sup>th</sup> October 2013

## **Mars in World Cup heaven**



*MOMENT IN TIME: Cadijah Mars standing next to the FIFA World Cup Trophy. (Picture by Sharon Harding.)*

BY RANDY BENNETT

Cadijah Mars finally came back down to Earth yesterday. The 17-year-old Lodge School student got a once-in-a-lifetime opportunity to travel from St Lucia to Barbados with the FIFA World Cup Trophy on its one-day stay here on Tuesday. Mars, who plays either the goalkeeper or striker position, said she was selected based on her outstanding performance during the Barbados Secondary Schools Football League competition, where she was adjudged as the best player.

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Having travelled to St Lucia to accompany the trophy on its historic visit to Barbados, Mars was all smiles as she entered the I AM Jet Centre, along with category manager at Banks Holdings Limited, Alexis Garrett, who also took the trip.

An obviously shy Mars told members of the media that upon hearing she had been selected, she hurriedly called everyone she knew.

"I was so excited and I felt so good when I found out that I had been chosen that I called everyone," she said with a smile.

"I'm very passionate about football and I was really looking forward to the trip.

"Being able to travel first-class on the FIFA Coca-Cola airplane with the World Cup Trophy was really a joy."

Mars, who plays for local women's side Mavericks in the Barbados Women's Soccer League, said she planned to be a professional footballer.

She said that at the very least, she intended on being involved in a sports related field.

"I want to be a footballer, or at least involved in sports in some way. I intend to study sports management because I really love sports and I want to have a career in sports," she admitted.

Mars said her favourite club team was Barcelona, while her number one international side was Spain.