

# Phakaaathi, a new soccer supplement

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The Gauteng-based daily newspaper, *The Citizen* has announced the launch of a new soccer supplement, *Phakaaathi*, on 22 July 2014.

*Phakaaathi*, Zulu for "inside" will be more than just another supplement. It is aimed at a slightly lower LSM reader than *The Citizen* is catering for, giving them a distinct soccer experience, and keeping them abreast of the latest soccer news, celebrity information, player profiles and interviews and expert analysis - across mobile, tablet, print and online.

Says Eureka Zandberg, publisher of *The Citizen*: "Not only will we be first with the weekly soccer news, but the soccer supplement we are putting into the hands of soccer fans on 22 July, will boast distinctive, original content about South African soccer.

"In addition, we are offering our readers an interactive platform where they may feel free to express their views on the sport and players close to their hearts."

*Phakaaathi* will be published every Tuesday and carry quality content across various editorial pillars:

**Soccer news:** Editor's Corner, PSL club talk, Last week/week ahead

**Gossip section, Mgosi:** Information on local PSL football, Bafana Bafana, etc

**Player information:** One-on-one player interviews (Q and A style), profiles, young stars, player of the week, competitions, etc

**Expert analysis:** Owen Da Gama will write a weekly column for *Phakaaathi*. Da Gama has coached Orlando Pirates, Platinum Stars, Free State Stars, Bloemfontein Celtic and Dynamos, while he was a prolific striker for Beerschot, Derry City, Moroka Swallows and Dynamos in the eighties and nineties.

**Reader engagement:** Have your say letters' page, XtraStrong - social pages (readers send in their photographs)

More soccer. Your way. Every Tuesday, from 22 July 2014.

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