



## South Africa on Today Show

For the first time ever, South Africa scoops the biggest coup in morning television in America. The popular Today Show will broadcast live on Friday, May 4th, from Cape Town.

"This is a dream come true," said Dr. Felicia Suttle, President of South African Tourism in the United States. "I approached Matt Lauer at the Bridgehampton Polo in 2005 about considering South Africa for his popular 'Where in the World is Matt Lauer' series." The broadcast attracts over 7 million viewers during prime time morning viewing.

South Africa is the last stop of his five country, five day whirlwind trip. "It is the biggest secret ever, and not even his producers stationed in the five different countries know where he will be appearing the next day," said Suttle. "We now know that he has made a stop at the Boeing plant

in Seattle, where he got onto a private jet and was off to Ireland on Tuesday, Bhutan on Wednesday, and Dubai on Thursday.

On Friday at exactly 7 a.m. US time (1 p.m. South African time), Matt will reveal his location from the most scenic spot in South Africa, Cape Point, where legend has it the Indian and Atlantic Oceans meet. The Today Show will feature two hours of programming interspersed with some of the iconic sights like Table Mountain as the backdrop of the city of Cape Town. Popular celebrity chef Giada de Laurentiis is featured in the winelands sampling world class South African wines and cuisine. Former football legend, Tiki Barber experiences adventure South African style with shark cage diving. Former Robben Island detainee Eddie Daniels takes the hosts on an emotional Robben Island tour.

"It's the real South Africa in action. Nothing is staged," explained Suttle. "From the young dancers at the popular V & A Waterfront Mall showcasing their fancy township steps to the warm smiles of the children in the township of Langa, and the rainbow people of South Africa dining at popular Cape Town restaurants," said Suttle.

South Africa is ready for the mega showcase as audiences will line the set to make sure they are seen on the most popular morning broadcast in the world. Make sure you do not miss this exciting two hours of The Today Show. "You asked us to create the buzz about the destination, which will help you to better sell South Africa, and we did just that" said Suttle.

For these last two years, South African Tourism US office has worked hard to ensure that South Africa is featured on nearly every network, CBS, ABC, CNN, FOX and now the big one, NBC's Today Show!