

OLYMPIC REVIEW

DECEMBER 2003

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FOCUS: OLYMPIC DAY RUN



FROM HUMBLE BEGINNINGS TO A ONE MILLION PARTICIPANT OPERATION

In January 1948 at the 42nd IOC Session in St Moritz, Switzerland, the International Olympic Committee (IOC) approved the idea of Olympic Day. This celebration would be used to commemorate the creation of the IOC on 23 June 1894 in Paris.

From Olympic Day ...

Olympic Day was held for the first time on 23 June 1948 with a total of 9 National Olympic Committees (NOCs) hosting ceremonies in their respective countries: Austria, Belgium, Canada, Great Britain, Greece, Portugal, Switzerland, Uruguay and Venezuela.

...to Olympic Day Run

In an effort to encourage all NOCs to commemorate and celebrate Olympic Day, the IOC Sport for All Commission launched the Olympic Day Run concept with the objective of promoting the practice of participation in sport by men, women and children from all corners of the world and all walks of life, regardless of

athletic ability. The first Olympic Day Run was held in 1987, over a distance of 10km, with 45 participating NOCs.

Local trends

While the tradition of holding the Run on the weekend before or after 23 June continues today, many NOCs are now using local trends

to develop the event into a large country-wide celebration. The traditional 10km run has been adjusted by many NOCs in order to attract a greater number of participants. Distances now vary from 100 metre events for children to full marathons. Some countries have incorporated the event into the school curriculum and in recent years many NOCs have added local sporting events and cultural exhibitions to the celebration. Some events are held over half a day, others over a number of months.

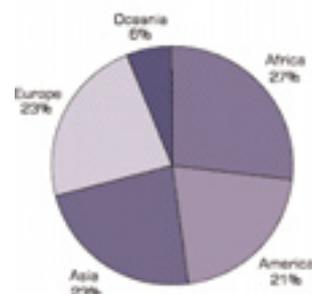
Worldwide celebration

Over the last 17 years, the Olympic Day Run has developed into the only worldwide celebration of the Olympic Day and helps to spread the Olympic ideals to every corner of the world.



Croatia's 2003 Olympic Day Run

Olympic Day Run
Breakdown of NOC participation
2003 Edition



WORLDWIDE PARTNER



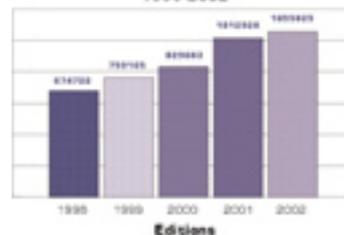
The 2003 edition of the Olympic Day Run saw TOP partner McDonald's sign as the worldwide partner of the event. Many NOCs teamed up with McDonald's and received t-shirts, banners, balloons, as well as food and beverages from their local McDonald's restaurant.

Ronald McDonald's attendance was a big hit with the kids. This exciting development with McDonald's aims to lift the profile of the Olympic Day Run and provide assistance to NOCs organising the event. McDonald's enthusiasm and commitment to the Run will be sure to increase the exposure of the event in the lead-up to the Athens Games next year. The details of McDonald's involvement in the Olympic Day Run over the coming years is currently being finalised.



Starting-line in Qatar

Olympic Day Run
Total Participants Worldwide
1998-2002



OLYMPIC DAY RUN



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2003 RUN: THE BIGGEST YET

The 2003 edition of the Olympic Day Run has been one of the biggest to date with well over one million participants from more than 160 countries worldwide.

Once again, the event varied considerably from one country to the next, from the traditional 10km Olympic Day Run to the more recent development of an 'Olympic Week'.

Children and adults alike participated in artistic events such as folk dancing and essay writing and other cultural events in an effort to spread the Olympic ideals to as large a population as possible.

Various activities and themes.....

The Colombian NOC invited its young people to create

play and women in sport. The Greek NOC organised a number of seminars on the fight against doping while others used the event to raise awareness of drugs and worldwide diseases. The Olympic Day Run in China was the first large event in the country since the SARS epidemic hit earlier this year, and 16,000 people came out to join in the celebration.

.... and a fiesta !

The NOC of the Former Yugoslav Republic of Macedonia conducted its Run in every district in the country over a week, and

in Uzbekistan a series of competitions culminated in a final large Run on the last day of the celebrations. The Spanish NOC finished its event with the San Pedro Fiesta.

More and more disabled participants

The 2003 edition of the Olympic Day Run saw an even greater increase in the number of events open to disabled participants. A large number of NOCs held disabled races with the NOC of Congo promoting its national 'Poussa Ndémo', disabled soccer.



Dance exhibition in China

More than just a run Sports such as cycling, football and netball were organised as part of the celebrations while less traditional sports such as skateboarding and rollerblading also joined the

flags under the 'Sport for All' theme while the Belize NOC held an Olympic Movement quiz to test its participants' knowledge. Some NOCs used the Olympic Day Run to highlight issues such as fair



Disabled participants in the Philippines

THE YOUNGEST AND THE OLDEST

The oldest participant this year was an 82-year-old woman from Kazakhstan, while some mothers in Britain pushed their children in prams. Antigua and Barbuda had nine members from one family participating in its event.



France



Bulgaria

INTERVIEW:
PERE MIRÓ



2004: "BUILDING MOMENTUM FOR THE OLYMPIC GAMES"

Both the IOC and Olympic Solidarity have had a long involvement with the Olympic Day Run. **Pere Miró**, Director of the IOC NOC Relations Department and Olympic Solidarity speaks about the event.

WHAT DOES THE OLYMPIC DAY RUN MEAN TO THE OLYMPIC MOVEMENT?

The Olympic Day Run has always been a very important event on the NOC calendar. It is still the only simultaneous worldwide celebration of Olympic Day and gives the NOCs the opportunity to spread the Olympic ideals throughout their country and include the general public in their activities. The Run continues to grow in stature each year and the NOCs are constantly adding new and exciting events to their celebration. The Run has been celebrated for 17 years now and it just continues to grow in popularity, especially amongst the youth.

WHAT ARE YOUR EXPECTATIONS FOR THE NEXT EDITIONS?

We are very excited about the 2004 edition of the Run. Not only are we heading into an Olympic year which is sure to increase awareness and participation in the Run, but we are also looking forward to working alongside McDonald's which has recently signed as worldwide partner of the Olympic Day Run. Together we are aiming to reach out to more participants than ever and with next year's event falling only a couple of months prior to the Games in Athens, it will be a great opportunity for NOCs to build momentum and kick-off their Olympic campaign.

DO YOU HAVE ANY SPECIAL MEMORIES OF THE RUN?

Obviously, the huge impact that this has had on young people is particularly encouraging to me. We are always receiving photos of three and four-year-olds in oversized t-shirts running their races. Most NOCs have added events for the disabled and the Run has really reached its objectives of being open to all, regardless of sporting ability.

HOW TO PLAN YOUR EVENT!

Information regarding the 2004 Olympic Day Run will be forwarded to all NOCs during the first quarter of next year. We encourage all NOCs to note this event in their calendars now and begin planning the next edition of the Olympic Day Run. Let's join together in 2004, an Olympic year, and make this the biggest celebration of the Olympic Day Run ever!



Women's football team in Vanuatu