



AROUND THE RINGS

SPECIAL EDITION
SPORTACCORD | DENVER
MARCH 2009

AROUNDTHERINGS.COM

+ **INTERVIEWS**
HEIN VERBRUGGEN
DAVE COBB

+ **2016 PROFILES**
CHICAGO
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VANCOUVER 2010
ISSUES AND ANSWERS
Vancouver 2010 may be fast-approaching, but Olympic fever is on hold. **Page 12**

LONDON UPDATE
CONSTRUCTION ACCELERATES FOR 2012
As construction for the London 2012 Olympics moves into high gear, organizers will be keen to deflect attention away from any further cost increases in the coming months. **Page 18**

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(ISSN 1095-9394)
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A NOTE
FROM THE PUBLISHER



SHEILA SCOTT HULA
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I would like to take this opportunity to thank Sportaccord organizers for including Around the Rings as one of just five media partners for this year's event. We value the association, and look forward to continuing for many years to come. Without a doubt, Sportaccord is the do-not-miss event of the year for international sports.

I would also like to thank the advertisers who made this magazine possible. Without them we could not produce the exclusive, insightful content ATR is known for. Please let them know you appreciate their support as well.

At a time when every penny and every decision take on added importance, there is no substitute for accurate information.

FOR NEARLY 20 YEARS, AROUND THE RINGS HAS COVERED VIRTUALLY EVERY MAJOR EVENT ON THE OLYMPIC CALENDAR. OUR WORLD-WIDE TEAM OF CORRESPONDENTS HAS DAILY ACCESS TO DECISION-MAKERS THROUGHOUT THE WORLD OF SPORT. NO OTHER PUBLICATION CAN OFFER THE DEPTH OF INTERNATIONAL SPORT BUSINESS REPORTING THAT IS FOUND DAILY AT AROUNDTHERINGS.COM.

Many other news organizations have either ceased publishing or have cut back on their coverage of just about everything, including the Olympic Movement. There are fewer and fewer outlets where stakeholders can get the information they need to make sound decisions about investments that range into hundreds of millions of dollars.

If you or your company already subscribe to Around the Rings—thank you! Tell your friends and colleagues, and encourage them to sign up as well. It's as simple as clicking the 'subscribe' tab on our home page.

If you're not a subscriber, here's a taste of what you're missing: the best and most reliable coverage of the race for the 2016 Olympics ... preparations for 2010, 2012, and 2014 ... changes at national Olympic committees that could affect how teams perform ... sponsor news ... and, every week—Op Ed, the column by Ed Hula that is among our most popular and significant news items.

But don't take my word for it. Ask our readers. They'll tell you what you're missing ... and what you really should read. +



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Next to an Inukshuk, the symbol
of the 2010 Vancouver Olympics



SPORTACCORD 2009:

SPORTS FACING ECONOMIC REALITIES

FOR THE FIRST TIME SINCE IT WAS FOUNDED IN 2003, Sportaccord will be held amidst a dark economic landscape. The world seems to have changed dramatically just since the meeting last June in Athens.

Major companies with sports sponsorships are wracked with losses. Some are being forced to re-evaluate their commitments, while sports properties and international federations seeking new sponsors could be facing their toughest market ever.

On the consumer level, unemployment and shrinking portfolios could leave sports fans with less to spend on tickets or licensed products.

While their appearances at Sportaccord don't come under an economic theme, it will be interesting to hear what two media

visionaries have to say this week about the economic challenges facing the sports industry: NBC Universal Sports chairman Dick Ebersol and CNN founder Ted Turner.

Ebersol appears Wednesday afternoon, in an interview format under the topic "Sport as Mainstream Entertainment". Ebersol's network broadcast the 2009 Super Bowl—the most-watched ever for the American gridiron championship—and also holds the U.S. rights to the Olympics through London 2012.

Turner appears Thursday morning when he also will be featured in an interview format, "Sports and Business: A Combustible Mix". Turner's sports background includes ownership of the Atlanta Braves baseball team, founding the Goodwill Games and serving as captain of the U.S. team that successfully defended the America's Cup in 1977.

Both Ebersol and Turner are highly quotable and their remarks this week should be widely reported.

No doubt the recession will be mentioned by the four cities campaigning for the 2016 Olympic Games when they appear in a joint forum Thursday afternoon. Chicago, Madrid, Rio de Janeiro and Tokyo each face challenges brought on by slumping economic conditions.

AND GIVEN THE STRESS OVER MONEY THESE DAYS, THE OPENING PANEL DISCUSSION FOR SPORTACCORD 2009 MAY PRODUCE SOME INTERESTING INSIGHTS. TENNIS GREATS ANDRE AGASSI AND ANDREA JAEGER WILL BE JOINED BY PARALYMPIAN CHRIS WADDELL ON "SPORT AND PHILANTHROPY: THE VALUE OF GIVING BACK."

Money matters for the Olympic Movement could be making news this week, too. A new revenue-sharing agreement between the U.S. Olympic Committee and the IOC worth hundreds of millions of dollars is on the verge of being announced after four years of negotiations.

The new agreement has been sought by the Olympic federations and national Olympic committees that want more from the IOC revenue that they share with the USOC. In today's tough times, the federations and NOCs want bigger slices of the pie and a smaller one for the U.S.

The marketing agreement is one of the items expected to arise in meetings of the Association of Summer Olympic International Federations and Association of International Olympic Winter Federations, set for Monday and Tuesday.

At the end of the week, the agreement could be reviewed by the IOC Executive Board, which now meets in conjunction with Sportaccord.

The EB meeting is the IOC's first in the U.S. since 2002 and the Salt Lake City Olympics.

It's also the first time Sportaccord has been in the U.S., following meetings in Europe and Asia.

Denver, hoping to impress sports leaders as a host for future events, will lay on the hospitality. All 1500 delegates are invited to attend an NHL game Thursday night. Fri-

day there are trips to the U.S. Olympic Training Center in Colorado Springs or Denver-area sports venues. Capitalizing on the the proximity of the Rocky Mountains, delegates can also take a day trip Saturday on the Ski Train, which departs from historic Union Station near the Sportaccord hotel. The train stops at the base of Winter Park ski resort, allowing for a run down the slopes before returning to Denver.

While a record number of 1500 delegates are expected in Denver, it remains to be seen whether the economy will keep the crowd from setting a Sportaccord record. If they come—Denver is ready. For the first time since Sportaccord began in 2003, the main hotel—this time the Hyatt Denver Convention Center—is able to host everyone under one roof. +



/ ANDRE AGASSI—1996 OLYMPIC MEN'S SINGLES GOLD MEDALIST



/ ANDREA JAEGER—1982 WOMENS SINGLES AT WIMBLEDON



/ CHRIS WADDELL—2002 SALT LAKE CITY WINTER PARALYMPIC GAMES

VERBRUGGEN:
SPORTACCORD
NETWORKING
MORE IMPORTANT
THAN EVER;
EXPANSIONS AND
BREAKAWAYS
A CONCERN

FOR THE PAST FIVE YEARS, Hein Verbruggen has led the annual Sportaccord convention, which has grown into one of the most important gatherings for Olympic sports leaders. Verbruggen, president of the General Association of International Sports Federations, the group that founded Sportaccord earlier this decade, says that the convention provides a rare opportunity for federations, sponsors and organizing committees to meet under one roof.

HE TALKS WITH ATR EUROPEAN EDITOR MARK BISSON ABOUT THE 2009 SPORTACCORD IN DENVER, THE FIRST TIME FOR THE CONVENTION IN NORTH AMERICA.

/ Q: WHAT ARE YOUR AMBITIONS FOR SPORTACCORD 2009?

HV: That it will be as good as previous years because I think Sportaccord has really taken off and now has a very important place in gathering international federations but also other members of the Olympic family.

What we intended with Sportaccord when we started some six years ago was for it to be a platform for networking... and more than that. We [GAISF] are addressing a number of problems together and will make major announcements at the congress. Sportaccord really has to initiate this feeling that IFs should address common problems [like betting and doping] together. My federation, the UCI, is spending a lot on anti-doping. But some federations don't have the financial resources to address doping. We have to find solutions by working together.

/ Q: WHAT CAN INTERNATIONAL SPORTS FEDERATIONS GET OUT OF SPORTACCORD AND OTHER GAISF INITIATIVES THIS YEAR?

HV: It's the exchange of information. And every year the IF Forum [in November] is geared towards the needs of federations when we look to address certain problems together. I think the congress will be very interesting... strategic structure and organization of new projects [are among the tasks].

/ Q: EXPLAIN THE THINKING BEHIND THIS YEAR'S CONFERENCE PROGRAM, WHICH INCLUDES CNN FOUNDER TED TURNER, NBC OLYMPIC BOSS DICK EBERSOL AND TENNIS GREAT ANDRE AGASSI?

HV: It's normal to adapt [the program] to different markets; I think it's very interesting and enriching. These are fascinating people who have done great things in their careers.

If people like that are willing to share experiences with us that's very interesting and I'm really looking forward to that.

/ Q: WHAT ARE YOU EXPECTING FROM THE SUMMIT SESSION FEATURING THE HEADS OF NORTH AMERICAN PROFESSIONAL LEAGUES AND THEIR COUNTERPARTS FROM THE IFS?

HV: We have in various federations the threat of breakaways, already in basketball and conflicts in football with the G14, cycling and sailing. We are seeing [North American] leagues expanding; they are setting up bases in other parts of the world which is in my opinion a threat for our system [of federations that take care of professional sport down to the grassroots]. You see contracts with the NBA and China. There is a risk you have a club competition which is going to be organized outside your federation. That is a threat and has to be addressed.

/ Q: HOW IS THE GLOBAL FINANCIAL CRISIS REFLECTED IN THE CONFERENCE PROGRAM AND OTHER SPORTACCORD ACTIVITIES?

HV: I don't think on the conference program but it's certainly affecting sport. Sports are losing sponsors and I'm sure it'll be discussed through networking. But there are 35 or 40 cities [represented] who are mainly seeking major events, which is another aspect of Sportaccord.

/ Q: HOW IMPORTANT IS THE EXHIBITION SIDE OF SPORTACCORD?

HV: It's very important and always sold out, which shows that the people want to be there. I love to visit it because it's very lively.

/ Q: DESPITE THE ECONOMIC DOWNTURN, HAS THERE BEEN AN INCREASE IN THE LEVEL OF SPONSORSHIP PARTICIPATION AND INVESTMENT?

HV: What we need are meetings. We have to get together for the general assemblies and council meetings and the IOC for its executive board. We're not in a position to cut back as IFs and the major sponsors need to meet delegates. The only category where there are less people coming are journalists, although there are still a good number.

/ Q: WHAT IS YOUR SCHEDULE LIKE AT SPORTACCORD?

HV: I'll be occupied from 7:30 a.m. every day until late at night. There are lots of meetings including GAISF council and general assembly, ASOIF meetings with the IOC. I will go to the convention and there are a lot of side meetings. +

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VANCOUVER 2010:

FAST APPROACHING,
BUT OLYMPIC FEVER
ON HOLD

+ **THE INUKSHUK**
A stone landmark used as a milestone or directional marker by the Inuit of the Canadian Arctic; The Symbol of the 2010 Vancouver Olympics



EVEN IF OLYMPIC FEVER HASN'T BITTEN VANCOUVERITES, the city is beginning to look a lot more Olympic.

The inukshuk and five rings logo are popping up everywhere, while construction crews on projects big and small hurry toward fall completion. All competition venues are in use. An intense schedule of test events began last October with an ISU short-track speedskating world cup tour stop at the Pacific Coliseum. U.S. great Apolo Anton Ohno, who learned short-track in the Vancouver area, raved about the organization, saying it was the best test event he had competed in.

THE SENTIMENTS WERE DIFFERENT WHEN THE CALLAGHAN VALLEY'S WHISTLER OLYMPIC PARK PLAYED HOST TO A TWO-WEEKEND WHISTLER NORDIC FESTIVAL IN JANUARY. COURSE RECORDS FELL ON THE SKI JUMPS, BUT MEN'S AND WOMEN'S CROSS-COUNTRY SKIING WINNERS LATER CRITICIZED THE TRAILS AS BEING TOO EASY AND NOT OLYMPIC-WORTHY.

FIS and VANOC gave each other passing marks on the event, but did not indicate whether off-season work would take place. As it was, there was not a full field of world cup regulars, as several opted to remain in Europe to train instead.

The only other hiccup was the cancellation of the third day of a late February world cup snowboarding tour stop at Cypress Mountain. The parallel giant slalom race was scratched because of unsafe snow conditions. Course designers ran out of time to make it ready, embarrassing VANOC at a venue that has a history of trouble.

The West Vancouver ski and snowboard area is the first Olympic winter mountain venue with a view of the Pacific Ocean. That may be more of a curse than a blessing if fog or rain clouds roll in and cause delays or cancellations next February. That is exactly what happened during the 2008 freestyle skiing world cup.

Moguls and aerials skiers, along with ski-crossers, enjoyed chilly temperatures and cloudless nights for their 2009 test event.

Ski cross, a cousin of snowboard cross, is the only event that will debut at Vancouver 2010.

A B.C. Supreme Court judge, however, could add another event: women's ski jumping.

Five members of the Canadian team, who were relying on federal government support to lobby the IOC, grew impatient and announced March 6 that they wanted their names added to a lawsuit backed by Women's Ski Jumping USA. The trial begins April 20 and could last five days.

The last test event remaining is the Aug. 31 to Sept. 6 Hockey Canada women's cup at General Motors Place (to be called Canada Hockey Place at Games-time) and UBC Thunderbird Arena.

VANOC's transportation plan is 80 percent done as of March 11; just 11 months and one day until the opening ceremony. It was originally to be released at the end of 2007. Attendees of the recent chefs de mission conference indicated they may not get to see a complete version that addresses athlete movement needs until May.

Financing problems besetting the Vancouver Olympic Village have dominated headlines. The City of Vancouver bought out project lender Fortress Credit Corporation and opted to go it alone with a line of credit from city bank BMO. The entire \$850 million cost could be borne by taxpayers if the real estate market downturn persists.

While Vancouver accommodation is expected to be scarce and expensive at Games-time, Whistler worries that its high-price, luxury perception will scare away visitors. Already, the German NOC will use a Vancouver hotel instead of spreading its guests around several hotels in Whistler Village. The cost-cutting decision to scale back the Whistler medals plaza also contributed to the move.

Sponsor activation under the current economic climate is shaping up to be modest compared to recent Games. Many NOC sponsors are suffering and reviewing their budgets. Various planners indicate May is a key month for plans and budgets to be finalized. Without an economic turnaround, VANOC may find it has more tickets to sell to the public and fewer hotel rooms on hold for the Olympic family. If that happens, athletes' families could stand to gain. +

BY BOB MACKIN



INTERVIEW
ATR Editor Ed Hula and VANOC
marketing chief Dave Cobb
in Vancouver last month

Q&A:

VANCOUVER 2010 VP DAVE COBB

The Number Two man for the Vancouver Olympics says on-time completion of venues has made the final year to the 2010 Games that much easier.

and as an executive with the Vancouver Canucks NHL team.

/ Q: ARE YOU AT THE STAGE YOU WANTED TO BE WITH ONE YEAR TO GO?

DAVE COBB: I think the big accomplishment we've made, and that's what most organizing cities hope to accomplish, was our venues—getting them done so early.

Being ready early also takes the risk away of not being done on time, to give you time to operate and to train and learn.

But it also takes away the financial risk of running late and running past your schedule deadlines. That has allowed the majority of our team's focus to be on actually preparing for the Games and not building stadiums.

/ Q: WHAT ABOUT THE OLYMPIC VILLAGE IN VANCOUVER AND THE CITY'S EFFORTS TO SECURE FINANCING TO FINISH THE PROJECT?

DC: Our sole concern, as an organizing committee, is that it's done on time.

I don't want to downplay the challenge to get it done, because we are looking at it very carefully, and obviously it has to be done to deliver the Games. But we think the risk is a manageable one to have the construction complete in time for the Games.

/ Q: ARE THERE ANY LESSONS TO BE TAKEN AWAY FROM THE OLYMPIC VILLAGE EXPERIENCE AND YOUR OVERALL APPROACH FOR PREPARATION?

DC: When you look at the projects an organizing committee is responsible for, two things that we did that put us in the position we're in now.

One is that the financing was secured before the bid was even submitted and two was that we had very early completion dates and we stuck to them.

When we've talked to Sochi and others, it's 'Get your time, build lots of room into your schedule and be built early.' And the target, I believe for all competition venues for Olympic Games, should be at least one to two years complete before the Games. That allows a cushion for contingency if you need it. But just as importantly, it gives you that time to operate them.

/ Q: WHAT ABOUT KEEPING PROJECTS WITHIN THE SCOPE YOU PLANNED, AVOIDING COST OVERRUNS?

DC: We didn't allow that, and in fact we shrunk what we were doing. We took out a sledge hockey venue in Whistler in large part because we thought it would be a white elephant up there and we could do it down in the University of British Columbia.

We ended up not converting General Motors Place from a North American size hockey rink, instead using a standard international size. We would have spent \$10 million, and it never would have been used again.

/ Q: WHAT ABOUT YOUR FINAL STAGES OF FUNDRAISING FROM SPONSORS, TICKET SALES?

DC: We were very fortunate to have our sponsorship program 98 percent done when the economy downturn hit. But we're not done yet.

We did go in and cut about \$35 million out of our budget. And those are dollars that could go back in later on, if we find we're in good shape. But at this stage now, we're going to have to be very disciplined and very careful managing this budget to get through on a balanced operations budget.

/ Q: THERE WERE EXPECTATIONS OF 10 OR 11 TOP SPONSORS FOR VANCOUVER, BUT SO FAR THE IOC HAS ONLY LINED UP NINE. WHAT DOES THAT MEAN FOR YOU? WILL YOU EXPECT SOME HELP FROM THE IOC TO COVER THE GAP?

DC: It's a major concern of ours. We need to work through with the IOC to see what that means from a financial standpoint and what the ramifications on our program could be.

But that's just one of those things that you have to deal with. And I would expect that if the economic downturn hadn't hit, they probably would have signed those sponsors.

The IOC has been a very good partner of ours. I think one of the reasons we're as well prepared now as we are is because of the guidance we received from the IOC.

/ Q: THE SPONSORS ARE FINDING IT MORE DIFFICULT TO ACTIVATE WITH THEIR MARKETING BUDGETS BEING CUT. HOW DOES THIS AFFECT THE IMAGE, THE WAY THE GAMES ARE PROMOTED?

DC: We haven't seen that yet. In fact, if you put on your TV today in your hotel room, you won't be able to watch a show without seeing at least a couple of our sponsors running advertising campaigns. They're out in a very big way right now.

We may see it, but at this stage, we're being told that the marketing budgets for the Olympic Games have been protected.

/ Q: ARE WE EXPECTING TO SEE FEWER PEOPLE AT THESE WINTER OLYMPICS IN THE FORM OF THE CORPORATE GUESTS?

DC: I don't think so. In fact, I think it'll be significantly more than any previous Winter Games.

... We had \$350 million in (domestic ticket) orders in five weeks, after the economic downturn started, so there's no question Canadians want to come. National Olympic committees around the world (have been) flying out here pleading with us to increase their allocations even though they got what they got in Salt Lake.

/ Q: AS OF FEBRUARY 2009, THE TRANSPORTATION HAS STILL NOT BEEN PUBLISHED, AND WHEN I TALK TO PEOPLE AROUND VANCOUVER, THEIR CHICKEN LITTLE RESPONSE IS "WHAT ABOUT THE TRANSPORTATION?"

DC: I think most people in Vancouver recognize that there are going to be disruptions to the regular functions of the city. But they also know that they've had seven years of advance warning. So seven years to prepare for two weeks of some level of inconvenience, I think, is something a huge majority of people in Vancouver are prepared to put up with.

/ Q: YOU ARE ALSO PLANNING FOR THE PARALYMPICS. HOW DO YOU MAKE SURE THAT GOES ALONG WITH THE WORK THAT YOU'RE DOING WITH THE OLYMPICS?

DC: Our structure doesn't allow us to not plan for that, because every one of our functions have the same responsibilities for the Paralympics Games. So we haven't created a separate department or a company to run the Paralympics.

It would be very easy to think 'okay, let's just focus on the Olympics, and we'll deal with the Paralympics later.' But the transition period between the Games is so short. You really can't do that. +

"You know, we're ahead, but if there's time to rest or to relax a little bit, let's do it at the end when we know we're there. We're not there yet."



+ PUBLISHER'S NOTE: Read the entire interview at AroundTheRings.com

VANOC Vice President Dave Cobb spoke with Around the Rings in February around the one-year-to-go mark for the Olympics, while a series of test events were under way in Vancouver and Whistler.

Cobb joined VANOC in July 2004 as senior vice president for revenue, marketing and communications. He is well known in Vancouver sports business, having served as CEO of Orca Bay Sports and Entertainment

FIVE Rings of Sport: Chicago's Goals for 2016

Chicago's bid features a comprehensive plan to develop Olympic and Paralympic sport.

If Chicago wins the right to host the 2016 Games, expect to hear more about the Five Rings of Sport in the years ahead. Chicago 2016's plans for the Games unfold in five concentric circles—five rings—that reach from the heart of the city, to the shores of the nation, to members of the Olympic Family around the world.

RING 1

Engages youth in the heart of the city in Olympic and Paralympic sport through a unique program called the Urban Youth Sport Initiative, which teaches the values of friendship, excellence and respect as it promotes sport.

RING 2

Takes that initiative to cities across the country with the support of the United States Conference of Mayors, an organization of hundreds of city mayors who have endorsed the plan.

RING 3

Integrates the resources of the United States Olympic Committee (USOC) and the United States National Governing Bodies (NGBs) of sport into this developmental program.

RING 4

Delivers direct benefits to the international Olympic Family by opening the USOC's training sites and Chicago-area university facilities and seminars to international Olympic teams and family.

RING 5

Ensures organizational excellence in the competitions at the Games through a committed seven-year partnership between Chicago 2016 and the International Federations that govern sport around the world.



RING 1: More than 1,000 children ages 7-14 participated in the Chicago Kids Triathlon in 2008.





CONSTRUCTION ACCELERATES

FOR LONDON OLYMPICS

BY MARK BISSON

AS CONSTRUCTION FOR THE LONDON 2012 OLYMPICS MOVES INTO HIGH GEAR, organizers will be keen to deflect attention away from any further cost increases in the coming months.

The projected bill for the 80,000-seat Olympic Stadium increased \$63 million in 2008 to \$800 million due to the cost of an external wrap and changes to the roof. The complexities of the aquatics center now put its price tag at \$367 million, a \$54 million rise since November 2007. And there are emerging cost pressures on a number of other venue projects on the 500-acre Olympic Park.

But last month, Olympics Minister Tessa Jowell and the Olympic Delivery Authority gave assurances that the government's \$13.6 billion budget for venues and infrastructure will not be exceeded, despite the economic downturn.

Jowell's new quarterly financial reporting—which begins in April—will be an indication of any additional hikes in construction costs.

It's a big year for the 'big build'. Work is accelerating on the main stadium with the installation of permanent seats and steel trusses to support the roof. A key moment in the aquatics center build is the lifting of its steel roof structure in the next month.

Construction starts on the velodrome, the International Broadcast Centre and the Main Press Centre, and, in north London, Broxbourne White Water Canoe Centre later this spring. Building of the last street blocks for the Olympic Village gets under way in early summer, as discussions over the finance package for the largest Olympic construction continue. Bridges and roads on the Olympic Park are also being built, while transport links to the site are said to be progressing on schedule with the ODA's targets.

The workforce on the Olympic Park and the Olympic Village is expected to increase from the current 3,300 to 9,000 by the end of the year. It will peak at 11,000 in 2010.

Of the more immediate challenges is the IOC's March 31 deadline for LOCOG to lock down its venue plan. LOCOG must finalize the site for shooting events and several temporary venues. In keeping with staging a compact Games, the Royal Artillery Barracks in Woolwich is likely to be favored over the National Shooting Centre in Bisley.

The security budget for the Games will also stoke much debate following the attacks by gunmen on a bus carrying Sri Lankan cricketers in the Pakistani city of Lahore this month. There are mounting concerns that the \$900 million allocated will not be enough to deliver a safe and secure Games.

With only weeks until the IOC coordination commission visit to London (April 21 to 23), 2012 organizers will want to be in a position to give a clearer picture of security plans. This will depend on progress made by the multi-agency Olympic Security Directorate (OSD), led by the Home Office and hosted by the Metropolitan Police Service, which is tasked with planning Games security.

The IOC inspectors led by Switzerland's Denis Oswald also will visit the British capital again in November.

Less of a concern to them is LOCOG's fundraising drive, which is considered to be ahead of previous Olympic cities at the same stage of preparations. So far it has raised close to \$700 million. A London 2012 spokesman tells *Around the Rings* that several tier three sponsors will be unveiled in the next few months. Meanwhile, there will be more announcements about the Cultural Olympiad program. Another Open Weekend featuring hundreds of sports and cultural events across the U.K. takes place in July.

And the Legacy Masterplan for the Olympic Park and Olympic boroughs will be further developed following public consultation. Last month, London Mayor Boris Johnson unveiled proposals to create six new 'character areas' with 10,000 new homes and more than 1.2 million sq ft of commercial space. A national sports academy is part of plans for the main stadium. +

... the government's \$13.6 billion budget for venues and infrastructure will not be exceeded...

2012



+ LONDON, ENGLAND
Tower Bridge at Dusk



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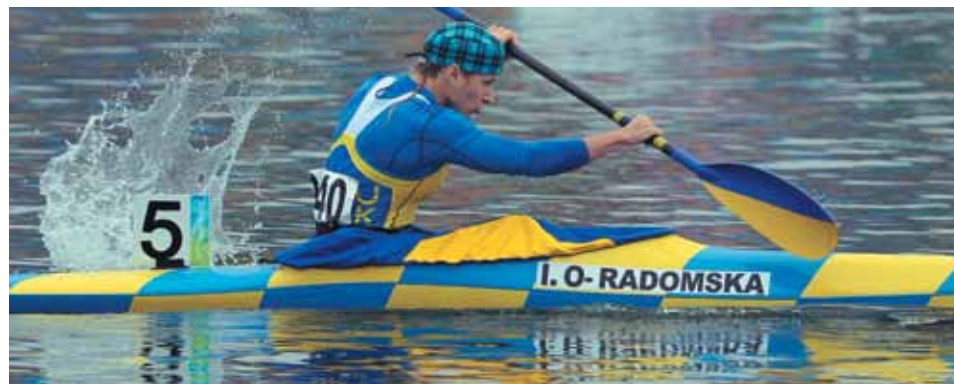


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SUMMER, WINTER FEDERATIONS

LOOK TO EXERT INFLUENCE IN DENMARK

BY MARK BISSON



Summer and winter Olympic sports federations plan to make their voices count at the 13th Olympic Congress in Copenhagen, Denmark, in October.

Both the Association of Summer Olympic International Federations (ASOIF) and the Association of International Olympic Winter Sports Federations (AIOWF) view the congress as a major opportunity to help shape the direction of the Olympic Movement.

ASOIF formed a working group to gather contributions from the 26 sports on the Summer Olympic program, with members drawn from inside and outside the association. They included ASOIF President Denis Oswald and Vice President Hein Verbruggen, IAAF President Lamine Diack, Richard Bunn, former controller of sport at the European Broadcasting Union, and London 2012 director of sport Debbie Jevans.

ASOIF made 20 submissions to the virtual Olympic Congress; up to 20 contributions were sent in separately by its member federations.

"We are treating it as very important," Andrew Ryan of ASOIF tells *Around the Rings*. "The idea we had was to put the position of ASOIF forward on each of the five themes."

Congress themes include: Olympic Games; athletes; governance of the Olympic Movement; young people; and the digital revolution.

He said one submission focused on changing the attitude of sport and the Olympic Movement to computer gaming and suggested how sport might embrace the possibilities

presented by new technologies to widen the appeal of the Olympics. A couple of submissions suggested the structure of the Olympic Movement should be reviewed, questioning whether the mix of different groups on the IOC membership—particularly the prevalence of national Olympic committees—was still relevant.

ASOIF executives believe every serving president of a summer IF should be an IOC member; currently fewer than a dozen of the 26 federations are represented.

"We believe their experience should be there at the table," said Ryan.

AIOWF's seven member federations will discuss what they hope to get from the Olympic Congress at their general assembly at Sportaccord.

Sarah Lewis, secretary general of the International Ski Federation and a member of the Sportaccord steering committee representing AIOWF, says the congress will "set the agenda for the next decade."

"The landscape has changed very dramatically over the last five years," says Lewis, noting the threats facing sport from the economic downturn and also security.

"These are completely different situations to the time of the last Olympic Congress so they need to be taken into consideration in reflecting on where the sports movement is going, to help us deal with these obstacles and the effect they have on us." +

TEAM CANADA
Dany Heatley; Turin 2006
Winter Olympic Games



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SEVEN SPORTS

MAKE CASE FOR OLYMPICS

BY KAREN ROSEN

THE SEVEN SPORTS COMPETING FOR A PLACE ON THE 2016 OLYMPIC PROGRAM range from the genteel to the rough-and-tumble. They originated in countries around the world and grew globally. Some have already had a taste of the Olympics, while others are vying to get into the Games for the first time. The IOC could choose up to two sports to include in 2016, but has no obligation to accept any of the applicants. A look at the contenders:

/ BASEBALL: An exhibition or demonstration sport seven times before achieving medal status (1900, 1912, 1936, 1956, 1964, 1984 and 1988), baseball became an official Olympic sport in 1992. It was forced out by the IOC vote in 2005 that also dropped softball from the program. Baseball played its last tournament in Beijing, where South Korea won the gold. The sport has been hampered by doping issues and the impossibility of fielding all-star teams since the Olympics coincide with the Major League Baseball season. The International Baseball Federation pro-

poses three options, each with eight teams (men only) competing: The traditional, 13-day tournament, a format similar to soccer with satellite locations, and an abbreviated tournament. The latter two options would allow maximum participation of the best major league players. Baseball is considering adding a women's baseball discipline to its proposal.

ibaf.org

/ GOLF: Played in the 1900 and 1904 Games, golf then disappeared from the Olympic program. The International Golf Federation is proposing 72-hole (18 holes a day for four days) individual stroke play for 60 men and 60 women, with a three-hole playoff in case of a tie. Tiger Woods would give an Olympic tournament star power, as the world's Top 15 would automatically qualify.

Drawbacks include the perception of golf as an elitist sport and the expense of playing the game. Also, an Olympic golf tournament would rank lower in the

pecking order than major championships including the Masters. Golf instituted regular drug-testing last year, which conforms to Olympic requirements.

internationalgolfederation.org

/ KARATE: Karate claims to be the most popular martial art in the world, but would join two other martial arts—judo and taekwondo—which are already in the Olympics.

The format for the Olympics would be the same as for World Championships, with gender equality for men and women. The World Karate Federation has two disciplines, sparring (kumite) and forms (kata).

Evaluation for kata is by a panel of judges, and sparring is judged by a head referee, usually with assistant referees at the side of the sparring area. Karate's broadcast appeal has been limited in the past, with few countries showing the world championships.

Karate and squash were the two sports that came closest to

achieving Olympic status in 2005, but neither achieved the then-required two-thirds majority. The vote was 63-38 against karate.

karateworld.org

/ ROLLER SPORTS: Quad hockey was a demonstration sport in the 1992 Summer Olympics in Barcelona, but roller sports is now focusing its Olympic hopes on in-line speedskating, which especially appeals to young athletes. It also does not require as many participants as hockey. Figure skating was ruled out because it is a judged sport, which is not as attractive to the IOC.

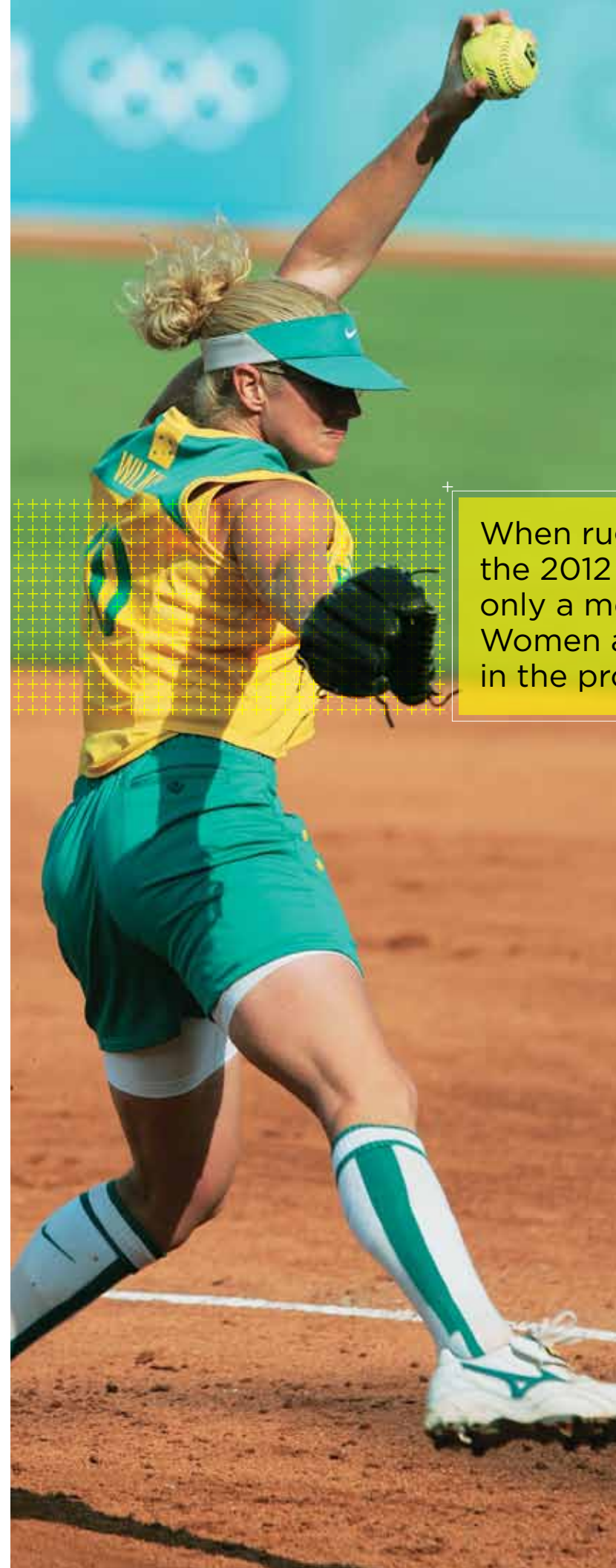
The International Roller Sports Federation proposes five events, including two sprints—500m and 1km—and the 10km, 15km and marathon. All races could be competed on indoor tracks or road courses. Competition would include 50 men and 50 women in a three-day format.

rollersports.org



GOLF

One of seven sports vying for its place in the Olympic Games



When rugby tried to get into the 2012 games, it offered only a men's tournament. Women are now included in the proposal.



/ RUGBY: The traditional 15-a-side Rugby Union version was played in the 1900, 1908, 1920 and 1924 Olympics. Rugby 7s, which is played in the Commonwealth Games, Pan American Games, and Asian Games, is the format proposed for 2016. When rugby tried to get into the 2012 games, it offered only a men's tournament. Women are now included in the proposal. A tournament could be played over two or three days. The International Rugby Board has pitched options of 12, 16 or 20 teams, though a large number of competitors may not meet IOC approval.

With matches played over two seven-minute halves, the sport appeals to television viewers. Smaller nations that are competitive on the IRB 7s World Series circuit have a chance to win medals. One advantage: IOC President Jacques Rogge used to play rugby for Belgium.

irb.com

/ SOFTBALL: After lobbying for years to be included in the Olympics, softball made its debut at the 1996 Atlanta Games. Nine years later, it was voted out by the IOC membership. Softball is played in an eight-team tournament. It promotes itself as providing more female participation in the Games, although it has included the option of a men's discipline.

The International Softball Federation also prides itself on never having had a positive test in international competition. The sport can be played within venues of several different sports instead of requiring a dedicated stadium. One of the knocks against softball had been the dominance of the U.S., which won gold medals in 1996, 2000 and 2004. Japan ended that streak with the 2008 gold medal.

internationalsoftball.com/backsoftball

/ SQUASH: The format would be a 32 player tournament for both men and women. The sport can be played anywhere, with portable glass courts that open the sport to spectators and to TV coverage. Although squash has a strong professional circuit, an Olympic tournament would become the pinnacle of the sport and the top players have promised to play in the Games. The World Squash Federation also touts its rigorous drug testing system, which is compatible with WADA. The sport is strong in smaller countries, especially in Asia, that have not produced a lot of Olympic medalists.

Squash, along with karate, failed to win enough votes from the IOC Session in 2005 to make the program for the 2012 Olympic, 63-39, short of the two-thirds mark then required. The rules have been changed to allow a sport to enter the Games with a simple majority.

worldsquash.org +

BY THE BOOK:

2016 BID CITY PROFILES

The four cities in the race for the 2016 Olympics have six months to go before the Oct. 2 vote by the IOC at the session in Copenhagen. On Thursday afternoon at Sportaccord, Chicago, Madrid, Rio de Janeiro and Tokyo will each make a presentation on their plans for the Games.

Here are some highlights of the four Summer Olympic bids. (Source: 2016 bid books) +



WEB SITE	www.chicago2016.org
POPULATION	9.5 million in the metropolitan area
PUBLIC SUPPORT	77 percent approval from Chicago residents
OVERALL BUDGET	\$4.2 billion (in 2016 dollars)
CAPITAL INVESTMENTS	\$1.318 billion
MARKETING REVENUES	\$1.830 billion
TOP EXECUTIVES	Patrick G. Ryan—Chairman and CEO; Mayor Richard M. Daley
MEDIA CONTACT	Patrick Sandusky, psandusky@chicago2016.org +1 312 861 4826
NUMBER OF VENUES	17 new, 14 existing
Existing Venues	(No permanent work) \$71.1 million (Permanent work required) \$25.9 million
Venues to be built	(Permanent) \$2.289 billion (Temporary) \$114.4 million
OLYMPIC STADIUM	Temporary, cost \$397.6 million, capacity 80,000



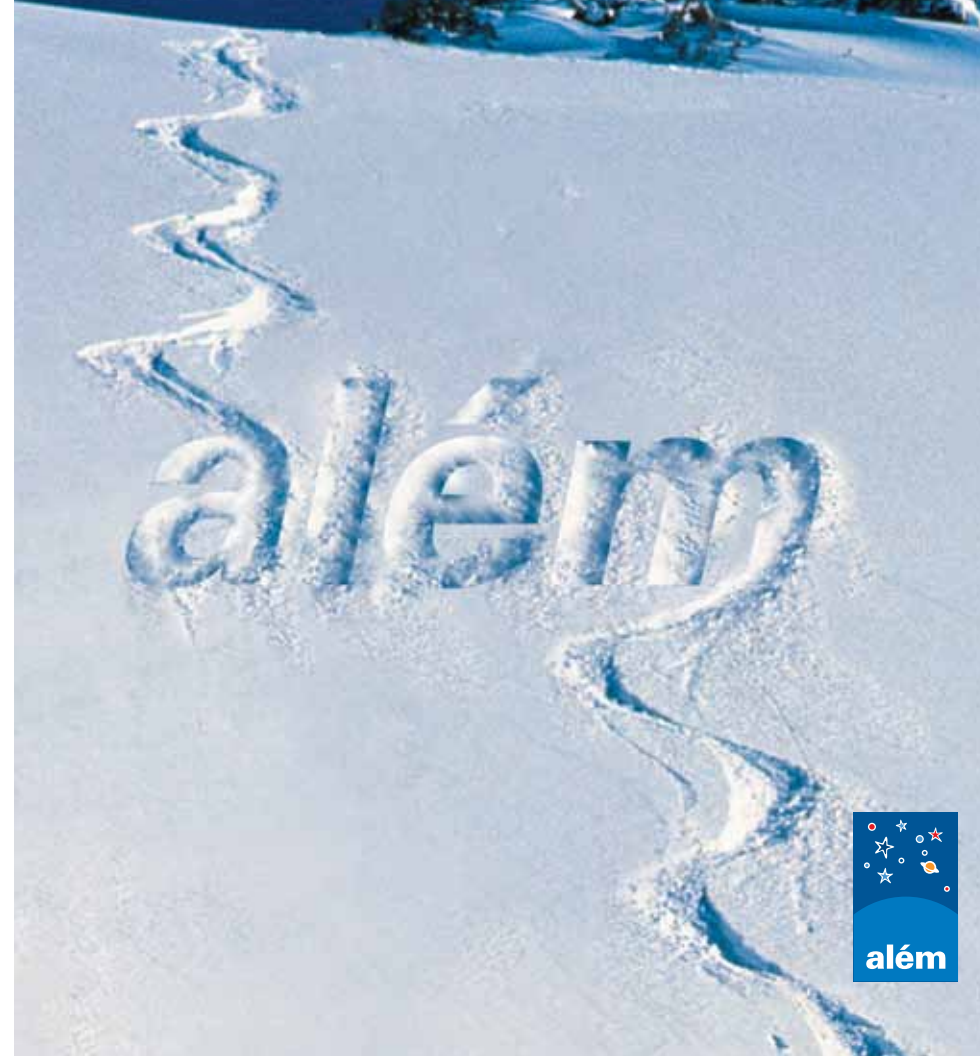
WEB SITE	www.rio2016.org.br
POPULATION	11.8 million
PUBLIC SUPPORT	82% approval in the state of Rio; 71% nationally
OVERALL BUDGET	\$3.264 billion
CAPITAL INVESTMENTS	\$12.826 billion
MARKETING REVENUES	\$618 million
TOP EXECUTIVES	Carlos Arthur Nuzman—President, Carlos Roberto Osorio—General Secretary
MEDIA CONTACT	Catherine St. Laurent, cstlaurent@verocom.co.uk +44 20 7379 4000
NUMBER OF VENUES	18 new, 18 existing
Existing Venues	(No permanent work) \$44.978 million (Permanent work required) \$123.563 million
Venues to be built	(Permanent) \$556.019 million (Temporary) \$78.446 million
OLYMPIC STADIUM	Existing (Maracana), capacity 90,000



WEB SITE	www.madrid2016.es
POPULATION	6,183,000 in the metropolitan area
PUBLIC SUPPORT	90% in the region of Madrid
OVERALL BUDGET	\$2.569 billion
CAPITAL INVESTMENTS	\$3.428 billion
MARKETING REVENUES	\$657.747 million (2008 dollars)
TOP EXECUTIVES	Mercedes Coghén—CEO; Antonio Fernandez Arimany—Managing Director
MEDIA CONTACT	Juan Antonio Villanueva, Communications Director, jvillanueva@madrid16.es +34 913 202 016 Malcolm Munro, MMunro@goodrelations.co.uk +44 7795 013006
NUMBER OF VENUES	12 new, 21 existing
Existing Venues	(No permanent work) \$66.829 million (Permanent work required) \$764.220 million
Venues to be built	(Permanent) \$909.176 million (Temporary) \$34.150 million
OLYMPIC STADIUM	Existing (Estadio La Peineta), cost to expand \$287.239 million, capacity 65,000



WEB SITE	www.tokyo2016.org
POPULATION	13 million in metropolitan area
PUBLIC SUPPORT	69% of Tokyo citizens support bid
OVERALL BUDGET	\$3.115 billion
CAPITAL INVESTMENTS	\$3.504 billion
MARKETING REVENUES	\$608.334 million
TOP EXECUTIVES	Dr. Ichiro Kono—CEO and Chairman; Shintaro Ishihara—President, Tokyo Mayor
MEDIA CONTACT	Masa Takaya, masanori.takaya@tokyo2016.or.jp +81 3 5320 2480
NUMBER OF VENUES	11 new, 21 existing
Existing Venues	(No permanent work) \$159 million (Permanent work required) \$1.108 billion
Venues to be built	(Permanent) \$1.491 billion (Temporary) \$129 million
OLYMPIC STADIUM	New, cost \$862 million, capacity 100,000



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JUAN ANTONIO SAMARANCH

SLOWS DOWN FOR 89

BY ED HULA



/ JUAN ANTONIO SAMARANCH

AS HE APPROACHES HIS 89TH BIRTHDAY, ex-IOC President Juan Antonio Samaranch tells Around the Rings he is shedding nearly all his past responsibilities.

“My active life is over,” he said during an interview in his Barcelona office late last month.

Samaranch, who holds the title of Honorary President, retired in 2001 after 21 years in office and 35 years as an IOC member.

“I am still involved with the Olympic Museum, with President Rogge, but meetings are only every two months,” he says about his slower pace of life.

Samaranch still serves on the board of the museum, which was conceived and built during his tenure. He says travel between Barcelona and Lausanne for museum meetings, along with trips to Madrid, is about the extent of his wanderings. He won't go to Sportaccord in Denver this month, but says he will be at the Session in Copenhagen in October, where Madrid is one of the candidates for 2016.

And while he is enthusiastic for the Madrid bid, he is less involved with this campaign than he was for 2012. The torch has been passed to a new generation.

“My son, he is working very hard for Madrid,” says Samaranch. Juan Antonio Samaranch, Jr., now Spain's only IOC member, is a key figure in the leadership of the Madrid bid.

Samaranch sat at a table in his oversized office, the customary well-sharpened pencil in his hand. He's worked out of this spot for about a year, moving from a high-rise office overlooking venues from the 1992 Olympics to this location on the slope of Tibidabo in north Barcelona. His home is only a few minutes away.

The high and wide office walls allow space for books and scores of mementos. There's little in the way of overt Olympic decoration, except an Olympic torch from Barcelona. Instead, a breathtaking collection of paintings by noted Catalan artists

hang on the walls, all from the bank's collection.

Without prompting, Samaranch brings up Beijing, calling the Games “a huge success.” An advocate of bringing the Olympics to China, Beijing bid twice in the Samaranch era, winning in 2001. It was the last host city vote over which he presided.

“They are very lucky that this crisis came after the Games,” he says. “All the world is suffering,” he says, referring to the global economic slump.

He says the IOC is prepared to weather the trouble, thanks to “excellent TV contracts” and the reserve fund of more than \$300 million that has been amassed under the Rogge presidency.

Samaranch says he does not know what impact an appearance at the Copenhagen IOC Session by U.S. President Barack Obama might have on the Chicago bid for 2016.



“We don't know if he is coming,” he says, but adds that heads of state are now a must for IOC Sessions when cities are bidding for the Games.

Samaranch praises the work of Jean-Claude Killy, the Olympic great and IOC member who leads the IOC Coordination Commission overseeing Sochi 2014.

“He knows winter sports. He did a wonderful job in Torino. He is the right man for Sochi,” he says.

Despite concerns over how much work needs to be done in Sochi to prepare for the Winter Olympics, Samaranch says he believes the will and means exist to carry off the Games.

“This is a dream of Putin's,” he says with a smile. +

SPORTS FEDERATIONS CALENDAR | THROUGH 2009

/ APRIL

APRIL 4 TO 12
APRIL 4 TO 12
APRIL 18 TO 26
APRIL 21 TO 24
APRIL 24 TO MAY 10
APRIL 28 TO MAY 5

IIHF World Women's Hockey Championship
WCF World Men's Curling Championships
WCF World Mixed Doubles Curling Championships
NASC Sports Events Symposium
IIHF World Men's Hockey Championship
ITTF World Table Tennis Championship

Hameenlinna, Finland
Moncton, New Brunswick
Cortina d'Ampezzo, Italy
Denver
Switzerland
Yokohama, Japan

/ MAY

MAY 25 TO JUNE 3
MAY 31 TO JUNE 3

1st OCA Martial Arts Games
FIFA Congress

Thailand
Bahamas

/ JUNE

JUNE 4 TO 7
JUNE 4 TO 7
JUNE 10 TO 14
JUNE 14 TO 28

Pan American Weightlifting Championships
International Handball Federation (IHF) Congress
WTF World Taekwondo Team Championships
FIFA Confederations Cup

Chicago
Cairo
Baku, Azerbaijan
South Africa

/ JULY

JULY 8 TO 12
JULY 16 TO 26
JULY 17 TO 25
JULY 17 TO AUG. 2
JULY 19 TO 24
JULY 20 TO 26

6th IAAF World Youth Athletics Championships
8th World Games
ISF XII Men's World Championships
13th FINA World Championships
European Youth Olympic Festival
UCI World BMX Cycling Championship

Bressanone, Italy
Taiwan
Saskatoon, Saskatchewan
Rome
Tempere, Finland
Adelaide, Australia

/ AUGUST

AUG. 5 TO 8
AUG. 6 TO 17
AUG. 7 TO 15
AUG. 10 TO 16
AUG. 11 TO 19
AUG. 15 TO 23
AUG. 23 TO 30
AUG. 28 TO SEPT. 13

World Rowing Junior Championships
ISSF World Championships
UCI Junior Road & Track World Championships
BWF World Badminton Championship
UIPM World Modern Pentathlon Championship
IAAF World Track and Field Championships
FISA World Rowing Championships
AIBA World Boxing Championships

Brive la Gaillarde, France
Maribor, Slovakia
Moscow
New Delhi
London
Berlin
Poznan, Poland
Milan

/ SEPTEMBER

SEPT. 1 TO 10
SEPT. 2 TO 6
SEPT. 8 TO 13
SEPT. 9 TO 13
SEPT. 9 TO 13
SEPT. 12 TO 13
SEPT. 21 TO 27
SEPT. 30 TO OCT. 8

FITA World Outdoor Archery Championship
UCI World Trials Cycling Championship
ICF World Canoe Championships
FIG World Rhythmic Gymnastics Championships
ITU World Triathlon Championships
IAAF World Athletics Final
FILA World Wrestling Championship
FIE World Fencing Championship

Ulsan, South Korea
Canberra
La Seu de Urgell, Spain
Mie, Japan
Gold Coast, Australia
Thessaloniki, Greece
Herring, Denmark
Antalya, Turkey

/ OCTOBER

OCT. 8 TO 11
OCT. 12 TO 15
OCT. 12 TO 18
OCT. 12 TO 18

UIPM Congress
SportelMonaco
FIG World Artistic Gymnastics Championships
WTF Taekwondo Championship

Copenhagen
Monaco
London
Copenhagen

/ NOVEMBER

NOV. 5
NOV. 7 TO 15
NOV. 17 TO 19
NOV. 17 TO 19
NOV. 17 TO 27
NOV. 28 TO DEC. 13

FISA World Rowing Forum
FIG World Trampoline Gymnastics Championships
FILA World Grappling Championship
Sportaccord IF Forum
IWF World Weightlifting Championships
IIHF World Women's Handball Championships

Philadelphia
St. Petersburg, Russia
Lucerne, Switzerland
Lausanne
Goyang City, South Korea
China



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