

OCTOBER 2006



SPECIAL EDITION

AROUND THE RINGS

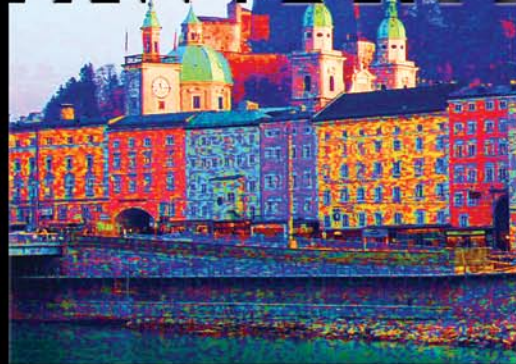
THE RACE FOR

2014

PYEONGCHANG

SALZBURG

SOCHI



— INSIDE —

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SOCHI2014



Gateway to the Future

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Sochi is located on the Black Sea in southern Russia. Its warm beaches are only one hour away from snowy and spectacular 2,000 m high mountains in the Krasnaya Polyana, or Red Meadow. 400,000 Sochi residents representing over 100 nationalities welcome 3 million visitors each year.

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2014 Overview

THREE FOR 2014: A NEW PATTERN FOR BIDS?



For the second time in a row, the race for the Winter Olympic Games is a contest of three cities – two of them repeat contenders. It's as close as anything we've seen to a trend in bids for the Winter Games.

The finalists were culled from a group of seven last May. The IOC Executive Board chose "quality over quantity": PyeongChang, Salzburg and Sochi the unmistakable choices to make formal bids.

Weaker proposals from Sofia, Jaca, Almaty and Borjomi were turned back, regardless of whether it might have been politically correct to include another.

As this Around the Rings Special Edition indicates, the resulting field of finalists means a close race leading up to the IOC vote July 4, 2007, in Guatemala.

Already the international campaign for 2014 is underway. Two months earlier than allowed during the race for 2010, it is the only major change to the rules. The longer window for promotion means the cities can attend events early in winter sport season as well as some international meetings involving the Olympic Family.

Inside this special edition, you'll find profiles on each of the three cities. In keeping with our high standards of reporting, all are based on actual visits to the cities and interviews with bid leaders.

Likewise, the latest Around the Rings Olympic Bids Power Index uses "expertise and eyeballs" to evaluate the cities. Results inside show how close the race for the 2014 Games will be.

For a historical perspective, take a look at the 80-year history of the IOC vote for the Winter Olympics host. Our thanks for the data go to Olympic historian Dr. Bill Mallon.

This issue sets the scene for the 2014 race. Stay current with the news from the campaign with ongoing coverage at www.aroundtherings.com.

ED HULA, EDITOR

Around The Rings

www.AroundTheRings.com

Ed Hula
Founder & Editor

Sheila Scott Hula
Publisher

Bryant Armstrong & Ed Hula III
Editorial Assistants

Bob Mackin
Correspondent

Craig Perlow
Contributor

Peter Lewman
Webmaster

Sally Burroughs
Cover Design & Layout
Collins Digital Imaging

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Editorial and Advertising
1776 Peachtree Street, Suite 436 North
Atlanta, Georgia 30309 USA

P: +1 404 874 1603
F: +1 404 874 3248

Advertising Information:
Sheila@aroundtherings.com

Subscription Information:
Bryant@aroundtherings.com

Questions? Comments?
comment@aroundtherings.com



PYEONGCHANG SALZBURG SOCHI

Salzburg Tops Latest 2014 Olympics Index

SALZBURG'S BID FOR THE 2014 WINTER OLYMPICS remains in command of the rankings for the latest edition of the Around the Rings Olympics Bids Power Index. Challengers PyeongChang and Sochi are tied for second.

The Power Index evaluates the cities across 11 different categories that reflect the resources, will, and skill of each city. Top score is 110.

The rankings are based on information in the cities' dossiers to the IOC, and independently gathered research by Around the Rings, including on-the-scene visits to each city.

Salzburg, scoring 87, stands taller than its rivals in accommodations, costs, transport, venues and experience.

The ratings are consistent with the past three editions of the 2014 Power Index since last year. PyeongChang, with a score of 76, has made changes to its venue plan to make it more compact. The move seems to be a plus, but at what cost and complication?

Accommodations will need extra attention now that hockey is moved to Gangneung. That city now will host all ice arena events.

The showdown with North Korea over nuclear weapons shows how the Olympics could bring peace to the peninsula. But it also highlights the risks that could come to the Games from the North.

Sochi, also with a score of 76, picks up the first 10 in the 2014 index for public support. While each city has locked-in the support of national governments, none seems to have had the same weight as Vladimir Putin's endorsement. The Russian government also has pledged to spend \$12 billion to raise the level of infrastructure in the Sochi region to Olympic standards.

The threat of security hassles resulting from tensions with Georgia are an issue for Sochi. Domestic terror is always a concern for Russian officials.

Technical qualities aside, both Sochi and PyeongChang are free to play the wild card that neither has hosted the Winter Olympics. Indeed, the Games would bring important sport legacies for both cities. Salzburg also offers good legacy for the city and region without the heavy costs associated with the other bids.

The Around the Rings Olympic Bids Power Index is not meant to predict the results of next year's IOC vote for the 2014 host city, but is offered as a subjective comparison of the qualities of the candidate cities.

The Power Index is the only ranking of its kind, based on visits to the cities by the staff of ATR, regular communications with the bid committees, and the real-time experience of covering eight consecutive Olympic Games.

The index will be updated at least two or three more times prior to the IOC vote July 4, 2007, in Guatemala.

2014 BIDS CALENDAR

- October 1: Launch of International Campaigning
- December 2: Presentations to the Olympic Council of Asia, Doha
- December 9: Presentations to the European Olympic Committees, Brussels
- January 10: Bid Books Due at IOC
- Feb. 14 - 17: IOC Evaluation Commission Visit -PyeongChang
- Feb. 20 – 23: IOC Evaluation Commission Visit – Sochi
- March 14 – 17: IOC Evaluation Commission Visit – Salzburg
- June 4: Report from IOC Evaluation Commission
- July 4: Vote for 2014 Host City, IOC Session, Guatemala



Olympic Bids Power Index

OCTOBER 20, 2006	PYEONG CHANG	SALZBURG	SOCHI
Accommodation	6 (7)	8 (7)	6 (7)
Ambience	6	8	7
Bid Operation	7 (6)	8	8 (9)
Games Cost	6 (7)	8	3
Last Games	8 (6)	6	8 (7)
Legacy	8	8	8 (7)
Marketing	7	7	8
Gov/Pub Support	9	9	10
Security	6 (7)	7	6
Transportation	6	9	6
Venues/Experience	7 (8)	9	6
POWER INDEX (previous rank June 20, 2006)	76 (77)	87 (86)	76 (75)
	2	1	2

The Categories Explained

Accommodation: Quantity, quality

Ambience: Is the city comfortable, tourist-friendly; a pleasure to visit?

Bid Operation: Leadership, strategy and public relations

Games Cost and Finance: The projected bill for operating the Olympics and the infrastructure needed; unusual finance risks. Higher scores indicate lower costs.

Last Games in the Country: Years since last summer or winter Olympics. Higher the score, the longer since the Games. Some credit could be given for recent Olympic bids.

Legacy: Impact of the Olympics in a city; sustainable venues

Marketing: The size and impact of marketing programs

Government & Public Support: The commitment of government and populace for a Games

Security: Reputation and quality of security, perceptions of risk

Transportation: Ease of travel, multiple transport options, airports, quality of public transit, taxis

Venues and Experience: The overall plan for the Games and experience handling other events, winter sports in particular.



PYEONGCHANG SALZBURG SOCHI

FOR 2014 – PYEONGCHANG SALZBURG SOCHI

AROUND THE RINGS SPECIAL EDITION: THE RACE

PyeongChang

PYEONGCHANG BIDS ANEW
BY BOB MACKIN



THREE VOTES. That's all that separated PyeongChang, South Korea, from winning its first bid when the IOC chose Vancouver three years ago as host of the 2010 Winter Olympic and Paralympic Games.

PyeongChang is back with a streamlined bid that it hopes will be enough to again beat Salzburg, Austria, and to stave off a challenge from newcomer Sochi, Russia.

A planned Winter Olympics "belt" stretching from Seoul to PyeongChang has been scrapped in favor of events and facilities in PyeongChang and Gangneung. The two are neighbors in Gangwon province on the eastern side of the Korean peninsula.

"When it comes to Olympic sports, Asia is a bit underdeveloped compared to other parts of the world," Gangwon governor and PyeongChang bid president Jin Sun Kim tells *Around the Rings*.

Among domestic tourists, it's the number one winter draw outside Seoul.

A November 2005 poll found 97.3% of PyeongChang residents support the bid. In Gangwon province, support was 96.9%. Nationally it's 92.3%.



Cost of the Games in PyeongChang would be as much as \$5 billion for sport venues and transportation infrastructure, including a 120-kilometre rail link and expressway.

The national government would finance 50% of venue construction from the federal budget and lottery funds.

The provincial government is responsible for 25% of venue construction and the entire cost of provincial road building.

Venue cities are going to pay 25% of venue construction.

The bid was revised in September. Two ice hockey rinks planned for Wonju, the largest city in Gangwon, were moved to Gangneung, the coastal city about 100km away. Gangneung will now host all ice events, 30 minutes from PyeongChang.



GANGWON GOVERNOR
JIN SUN KIM

Other changes included moving snowboarding and the track for bobsleigh, skeleton and luge to PyeongChang.

PyeongChang, population 46,000, is the perennial host of Korea's national winter games. It will now have a large venue cluster instead of sending spectators and athletes throughout the province.

"The concept of all within one-hour concept was changed to an all within 30 minutes concept," Kim said.

The resort known as YongPyong, or Dragon Valley, will be the center of the Games. The resort is in the midst of a major cleanup from typhoon-caused floods in July.

Nearby the resort, a new one called Alpensia is being developed that will serve as the accommodation center for athletes and media during the Games. The International Broadcast Center and Main Press Center would be located at Alpensia.

Opening and closing ceremonies would be held in the stadium to be built at Alpensia for the ski jump.

The completion of Alpensia and the construction of other new accommodations in the province will bring the number of guest rooms to 70,000 by 2014, according the figures from PyeongChang 2014.



PyeongChang

Gangwon already boasts seven ski resorts, but a downhill will need to be built, along with the sliding track. In Gangneung, two or three new arenas are planned, as well as an Olympic sub-village for skaters and curlers who will stay close to the venues in that city.

Transportation will be one of the questions for PyeongChang to face. After a long flight from most parts of the world to reach Incheon Airport, the main international gateway, PyeongChang is 241km away, or two and one-half hours by car.

PyeongChang's resume for hosting sport events is growing, dating back to 1999 when it hosted the Asian Winter Games.

Coming up are the 2007 Snowboard World Cup, the 2008 Biathlon World Cup, the 2008 Short Track Speedskating World Championships, the 2009 World Snowboard Championships, the 2009 World Biathlon Championships, and the 2009 World Women's Curling Championship.

A team drawn from the Gangwon government, including a number with experience from the 2010 effort, are working on the 2014 bid.

In August, Jae Heung Bahng, who played a major role in the 2010 bid, was brought back as secretary general.

Rocky Yoon, known for his work on behalf of the Korean Olympic Committee, is deputy secretary general.

Ex-foreign minister Seung Soo Han, who served as United Nations General Assembly president in 2001-2002, chairs the bid.

Nancy Choi and her Seoul-based public relations firm, CJ's World, continue their work from 2010, while Hill and Knowlton have been added to provide international coverage for the bid. Stratos Safioleas, a member of the Athens 2004 international media team, has been recruited to assist the Korean bid.



The IOC Evaluation Commission visit for PyeongChang is scheduled from Feb. 14 to 17, 2007.

Emotion will be part of the campaign for PyeongChang, with Korea as the only remaining divided country in the world and Gangwon as the only divided province.

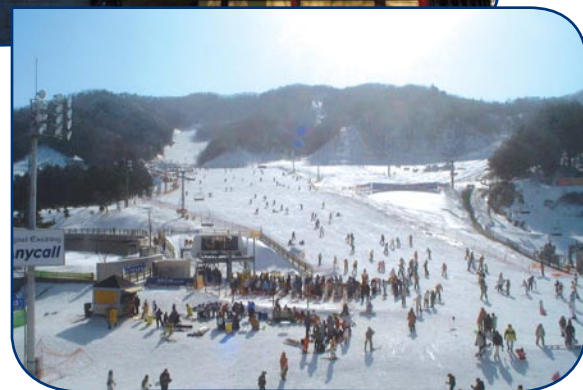
While there have been no battles for more than 50 years, there are obvious signs of tension, such as lengthy stretches of barbed wire along the coastline.

"Gangwon province could be the symbol of reconciliation and peace on the Korean peninsula," Governor Kim says.

Declarations of a nuclear test by North Korea are a concern, Governor Kim tells ATR, but he says he expects a swift diplomatic resolution to this latest crisis.

Kim says he thinks the IOC can separate the politics of the North Korean leader from the message of sport that PyeongChang offers.

"Sport and politics are two different things," says Kim.





Salzburg



SALZBURG 2014: MAGIC OF WINTER SPORTS BY ED HULA

ADDING UP KEY TECHNICAL ELEMENTS, Salzburg would seem the city to beat in the race for the 2014 Olympics. Blessed with an abundance of venues, accommodations and infrastructure, Salzburg meets the demands of a modern Games without need for massive construction.

Salzburg has made its plan for 2014 more compact than its previous bid for 2010. The most distant venue is now 55 minutes from the Olympic Village; most other venues are a fraction of that.

The bulk of construction needed for the Games will come in Salzburg, where three ice rinks would be built for skating events and hockey. The speed skating oval will be temporary while two other ice arenas will remain as legacy venues.

Including work needed on existing venues, the construction budget for Salzburg is just under \$200 million, the lowest of the 2014 cities.

Opening and closing ceremonies will take place in the existing Salzburg Stadium just off the autobahn on the edge of the city.

A single Olympic Village is planned for the Salzburg bid, located close to the airport and near the autobahn for easy transport to the mountain venues south of the city. The urban venues for hockey, curling and skating are just a few minutes drive from the village.

The structures in the 4,500-bed village will be “modern Alpine wooden architecture” and remain as a legacy for a military school where the village is to be located.

A sub-village being dubbed a “Snow Village” will have 1500 beds at Radtsadt, about 30 minutes from the main village. That will allow alpine and Nordic athletes to be closer to their events.

No budget is given for the villages, which would appear to be the biggest construction projects in the Austrian bid.

Taking advantage of the Salzburg’s picturesque center, a medals plaza will be constructed on a platform above a portion of the Salzach River.

As a result of the annual Salzburg Festival, the center of the city is well-developed with many shops, restaurants, museums and other attractions, providing an Old World ambience and modern services for visitors.

Hotel numbers are adequate for the Winter Olympics, with more than 67,000 rooms in nearly 8,000 establishments within 50km of the center of town. But the numbers belie a tight supply of five-star hotel rooms: just 813 within a 10km radius of the center. All are in what would be called medium-sized hotels.

Transport is a major plus in the Salzburg bid. The Austrian autobahn skirts the city and connects to all the principal venues of the Games, including opening and closing ceremonies. The rest of Europe is linked via the autobahn and well-developed rail service. Salzburg is the easiest of the three cities to reach by air, with flights connecting Salzburg with Frankfurt and other European hubs. A new terminal building has just been completed.





Salzburg

The IOC Evaluation Commission for the 2014 bids will visit Salzburg last among the three cities, from March 14 to 17, 2007.

The bid is managed by a team with plenty of sport experience. CEO Fedor Radmann just ended a four-year gig marketing World Cup 2006. Rudolf Höller, operations director, has been involved with the staging of numerous sports events, including the 2005 Nordic World Championships, where he was secretary general.

Gernot Leitner, Games plan director, is an architect who also worked on the 2010 bid from Salzburg.

Women with experience running Olympic Games are on the team. Andreja Wieser, international relations director, worked at both the Athens and Turin Olympics.

Penny Baker-Fischer, an Australian now living in Austria, is the image director for the bid, a post similar to one she had for the Sydney Olympics.

Government support of the bid is confirmed, from national to local levels. Salzburg Mayor Heinz Schaden leads the bid in tandem with Leo Wallner,



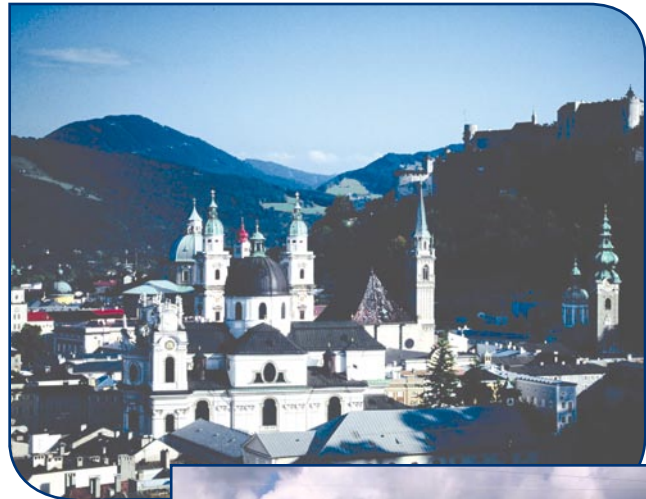
BID LEADER
FEDOR RADMAN

Austrian Olympic Committee president. The AOC is playing a stronger role in 2014 than it did for 2010, with Wallner and AOC secretary general Heinz Jungwirth leading the international politicking.

Salzburg province governor Gabi Burstaller is another link in the chain of government support. Austrian ski great Franz Klammer is listed as an ambassador for the bid, which is expected to summon the help of other Austrian sport legends, such as Hermann Maier, Trixie Schuba and Tony Sailer.

Soccer titan and World Cup 2006 President Franz Beckenbauer has a new home in Salzburg and could lend his support to the bid as he did for the 2010 campaign.

Some prominent consultants have been helping the Salzburg bid. Britain's Mike Lee, who was media chief for London 2012, has been advising on press and media matters for about a year. Helping with the writing of the bid book and other publications is George Hirthler of the U.S., a veteran of numerous bids.





Sochi

SOCHI: RUSSIA'S BLACK SEA "DARK HORSE" FOR 2014
BY BOB MACKIN



THE BLACK SEA SUMMER PLAYGROUND OF SOCHI may be the underdog in the race for 2014, but plans underway to develop the resort into a winter destination as well could move it to the front of the pack.

The ambitious program is fully backed by the Russian government, including Pres. Vladimir Putin, Sochi's best-known summer and winter habitué. The government will spend \$12 billion for ski trails and lifts, Olympic-grade arenas, roads, environmental protection and other infrastructure needed for the Games.

The bid's theme -- "Gateway to the Future" -- reflects the impact bid organizers believe the Games would have on the region.

Sochi is a 2-1/2-hour flight south of Moscow. It is more accurately defined as a region that stretches along 140 km of Black Sea coastline. Less than 30 minutes away, the western Caucasus Mountains beckon. To the south, the nearest border, a jittery one, is with the Republic of Georgia.

The population of the so-called "Russian Riviera" swells to one million during summer as Russians, mainly from Moscow, flock here to enjoy the subtropical climate. The normal population of the Sochi region is less than 400,000.

While Sochi isn't new to the international spotlight, it remains relatively unknown beyond Eastern Europe. In 2004 alone, it hosted 400 events that attracted more than 1.5 million visitors. The annual International Economic Forum Kuban draws ambassadors from 60 countries. Pres.

Putin uses the event to wine and dine foreign leaders at a sprawling waterfront compound.

Russian sport leaders such as Vachislav Fetisov say it is time for Russia to be recognized as an important country for winter sports. He notes that Russia has won 270 winter medals without ever hosting the Winter Games.

He says that legacy is in jeopardy without the winter sport infrastructure that the Olympics would create. Fetisov says that when the Soviet Union splintered, states like Latvia and Ukraine went independent and Russian athletes lost free access to training venues.

American stadium and arena architecture firm HOK is working on the design for new indoor facilities, a medals plaza, Olympic Stadium, Main Media Center and an Olympic Village. All would be located in a huge seaside tract in what is called the Imeretinskaya Valley.

The location of this cluster is 10 minutes from the airport and about 30 minutes south of the Sochi city center.

Bid chief executive Dmitry Chernyshenko says the new structures will be built regardless of the outcome of next July's vote in Guatemala. "It's a well-thought solution and everybody wants to build this," he explained.

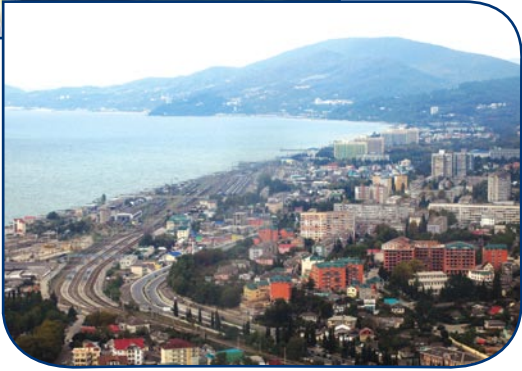
Chernyshenko, whose background is sports marketing, adds that a Sochi Olympics would open a new world of winter sport.

"For the Olympic Movement, Russia is an emergent market," he says.

"It's a great project for the great country that economic health is growing. It's a really interesting project from all angles of view; it will really deliver the new center for the Olympic sports."



BID LEADER
DMITRY
CHERNYSHENKO





Sochi

In the mountains of Krasnaya Polyana, snowboarding would be contested at Alpika Service. Sliding and ski jumping would be in locations visible from the highway at Esto Sadok; alpine skiing would be at Roza Khutor and cross-country and biathlon at Psekhako Ridge.

A second Olympic Village is at Karusel, where a new ski lift begins operating this season. Regardless of bid success, mountain venues are being built now with private investment from industry giants, such as Gazprom, Nortgaz and Interros.

While the Sochi bid estimates an inventory of 48,800 guest rooms, most of those are near the city center, more than one hour from ski venues. Still, many rooms on the coast will be an easy drive to the Imeretinskaya Valley cluster.

Transportation upgrades are vital if Sochi is to be a viable Olympic host. The 43km, two-lane road leading to the alpine and Nordic venues is currently unsuitable for Olympic transport. It is scheduled for widening and other improvements as part of the government's \$12 billion investment.

Along with improvements to mountain roads, plans call for a light rail line to be built from the airport to the mountains in time for 2014.

The Soviet-era Adler Airport should be closing in a few months to be replaced by a new terminal. Russian government leaders say they expect the terminal could be ready for the arrival of the 2014 IOC Evaluation Commission next February.

The "new" terminal is actually about 10 years old. It was mothballed just before it was finished, when the project ran out of money. The new airport is four times the size of the old, with jetways connecting the planes to the terminal.

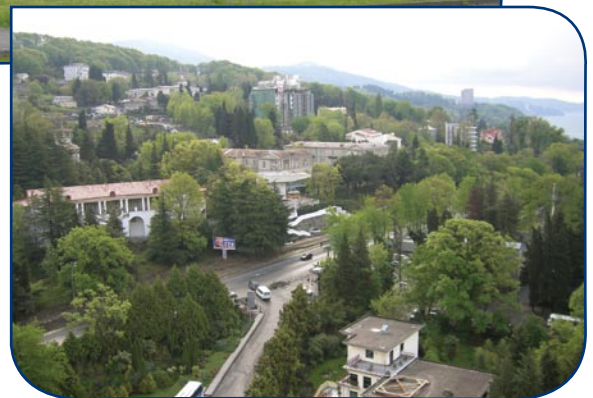
The new airport will allow Sochi to offer direct service to Europe and Asia. Nearly all air travelers to Sochi from outside Russia must now connect through Moscow.

The bid committee says a November 2005 survey showed 84% local support and 53% elsewhere in Russia.

The Russian Olympic Committee is closely involved with the bid, especially since ROC President Leonid Tyagachev is a ski coach by profession. Tyagachev says there is a great need for Russia to develop a winter sport center and that Sochi is the best place. He has assigned Svetlana Gurieva, one of the nation's most-respected experts in winter sports, to oversee venue plans for the bid.

On the international side, U.S.-based Helios Partners is helping with bid strategy and marketing, while public relations firms IMG and Weber Shandwick are handling media contacts.

Russia will have recent experience hosting winter sport events by the time of the IOC vote in Guatemala. In March 2005 the world championships in figure skating were held in Moscow. Next April Moscow will host the Ice Hockey World Championship.





PYEONGCHANG SALZBURG SOCHI

Source: Dr. Bill Mallon, ISOH

Past Winter Olympic Host City Election Results

AROUND THE RINGS SPECIAL EDITION: THE RACE

Games	Date	Location	Session	Bid City (Winner in BOLD)	Round						
					1st	2nd	3rd	4th	5th	6th	
Winter 2010	7/2/2003	Prague, Czech Republic	115	Vancouver, BC, Canada PyeongChang, South Korea Salzburg, Austria Andorra la Vella, Andorra Bern, Switzerland Harbin, China Jaca, Spain Sarajevo, Bosnia-Herzegovina	40 51 16	56 53					
Winter 2006	6/19/1999	Seoul, South Korea	109	Turin, Italy Sion, Switzerland Helsinki, Finland Klagenfurt, Austria Poprad-Tatry, Slovakia Zakopane, Poland	53 36						
Winter 2002	6/16/1996	Budapest, Hungary	104	Salt Lake City, USA Ostersund, Sweden Sion, Switzerland Quebec City, Canada	54 14 14 7						
Winter 1998	6/15/1991	Birmingham, United Kingdom	97	Nagano, Japan Salt Lake City, USA Ostersund, Sweden Jaca, Spain Aosta, Italy	21 15 18 19 15	59 29	30 27 25 5 -	36 29 23 -	46 42 -		
Winter 1994	9/15/1988	Seoul, South Korea	94	Lillehammer, Norway Ostersund, Sweden Anchorage, USA Sofia, Bulgaria	25 19 23 17	30 33 22 -	45 39 -				
Winter 1992	10/16/1986	Lausanne, Switzerland	91	Albertville, France Sofia, Bulgaria Falun, Sweden Lillehammer, Norway Cortina d'Ampezzo, Italy Anchorage, USA Berchtesgaden, West Germany	19 25 10 10 7 7 6	26 25 11 11 9 6 5 -	29 28 11 11 7 -	42 24 11 11 -	- -	51 25 9 -	
Winter 1988	9/30/1981	Baden-Baden, West Germany	84	Calgary, Canada Falun, Sweden Cortina d'Ampezzo, Italy	35 25 18	48 31 -					
Winter 1984	5/18/1978	Athens, Greece	80	Sarajevo, Yugoslavia Sapporo, Japan Gothenburg, Sweden	31 33 10	39 36 -					
Winter 1980	10/13/1974	Vienna, Austria	75	Lake Placid, USA	-						
Winter 1976	5/12/1970	Amsterdam, Netherlands	69	Denver, USA/Innsbruck, Austria* Sion, Switzerland Tampere, Finland Vancouver-Garibaldi, Canada	29 18 12 9	29 31 8 -	39 30 -				
Winter 1972	4/25/1966	Rome, Italy	64	Sapporo, Japan Banff, Canada Lahti, Finland Salt Lake City, USA	32 16 7 7						



Past Winter Olympic Host City Election Results

FOR 2014 - PYEONGCHANG SALZBURG SOCHI

2014

Games	Date	Location	Session	Bid City (Winner in BOLD)	Round							
					1st	2nd	3rd	4th	5th	6th		
Winter 1968	1/28/1964	Innsbruck, Austria	61	Grenoble, France Calgary, Canada Lahti, Finland Sapporo, Japan Lake Placid, USA Oslo, Norway	15 12 11 6 3 1	18 19 14 — — —	27 24 — — — —					
Winter 1964	5/26/1959	Munich, Germany	55	Innsbruck, Austria Calgary, Canada Lahti, Finland	49 9 0							
Winter 1960	6/16/1955	Paris, France	61	Squaw Valley, USA Innsbruck, Austria St. Moritz, Switzerland Garmisch-Partenkirchen, Germany Karachi, Pakistan	30 24 3 5 0	32 30 — — —						
Winter 1956	4/28/1949	Rome, Italy	43	Cortina d'Ampezzo, Italy Colorado Springs, USA Lake Placid, USA Montreal, Canada	31 2 1 7							
Winter 1952	6/21/1947	Stockholm, Sweden	40	Oslo, Norway Cortina d'Ampezzo, Italy Lake Placid, USA	18 9 1							
Winter 1948				Saint Moritz, Switzerland ‡ Lake Placid, USA								
Winter 1944				Cortina d'Ampezzo, Italy** Montreal, Canada Oslo, Norway	16 12 2							
Winter 1940				Sapporo, Japan*** Garmisch-Partenkirchen, Germany Saint Moritz, Switzerland Oslo, Norway							<p>NOTES</p> <p>* - Denver originally won the 1976 Olympics, but citizens voted in a referendum to not host the Olympic Winter Games, due to rising costs and the negative environmental impact the Games could have. Innsbruck was selected in February 1973.</p>	
Winter 1936				Garmisch-Partenkirchen, Germany Montreal, Canada Saint Moritz, Switzerland								
Winter 1932	4/10/1929	Lausanne, Switzerland	27	Lake Placid, USA Montreal, Canada Oslo, Norway Yosemite Valley, USA Lake Tahoe, USA Bear Mountain, NY, USA Duluth, MN, USA Minneapolis, USA Denver, USA							<p>** - Games cancelled due to World War II.</p> <p>*** - Sapporo originally selected, but was retracted after Second Sino-Japanese War. Games would later be canceled due to World War II.</p>	
Winter 1928				Saint Moritz, Switzerland**** Davos, Switzerland Engelberg, Switzerland								<p>**** - The country hosting the Summer Olympics had the first right of hosting the Winter Olympics for that year.</p>
Winter 1920				Chamonix, France****								<p>‡ Selected by acclamation at 38th IOC Session Sept. 6, 1946</p>



PYEONGCHANG SALZBURG SOCHI

New Guide to Bid City Collectibles



ATLANTA-BASED COLLECTOR CRAIG PERLOW has compiled the first-ever guide to the plethora of ephemera produced by cities bidding (or hoping to bid) for the Olympic Games.

Published earlier this year, *The Perlow Guide to Olympic Bid Pins: 1960 - 2014* is 314 pages long. It is the most complete reference guide compiled on this corner of the world for Olympic collectibles.

Perlow has been a collector for 30 years. His website, OlympianArtifacts.com, offers a range of memorabilia for sale, including bid pins.

Unlike the flood of pins that comes when a city is awarded the Games, the pins of bid committees are usually far less common. Some are produced in very small numbers, some are one of kind, according to Perlow.

Values range from a few dollars to hundreds, such as a pin from Detroit for the 1968 Olympics that Perlow values at \$300.

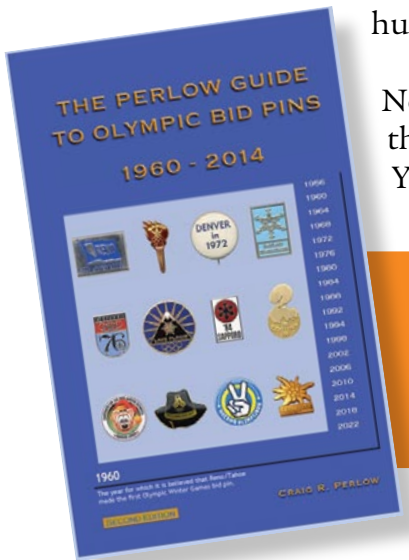
The guide lists almost 1,400 bid pins and 140 bid buttons, and includes sections on Questionable Bid Pins and Bid Pin Imposters.

Perlow notes that the world of bid collectibles includes two dozen categories besides pins, such as bid books, brochures, clothing, CDs, mascots, pens and posters.

“People collect these items, but pins have always been the focal interest,” says Perlow.

Bid cities now produce dozens of variations on their pins, says Perlow, making the hunt for rare ones the real challenge.

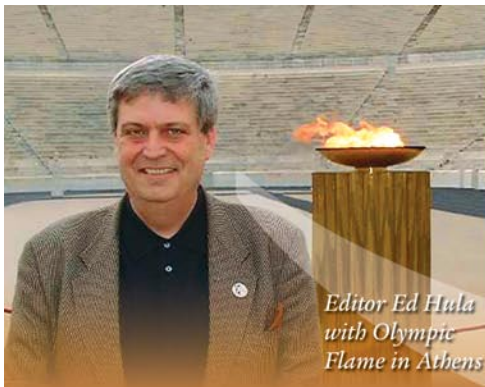
“It’s not easy to get some of these pins, but that’s the fun of it. Nothing that’s easy is fun,” he says about the challenge of rounding up the 80 pins produced for Sydney’s 2000 bid or the 60 made for New York City 2012.



To order or inquire about the *The Perlow Guide to Olympic Bid Pins: 1960 - 2014* contact Perlow through his website, OlympianArtifacts.com or email: craigatl@mindspring.com
The guide is priced at \$40.



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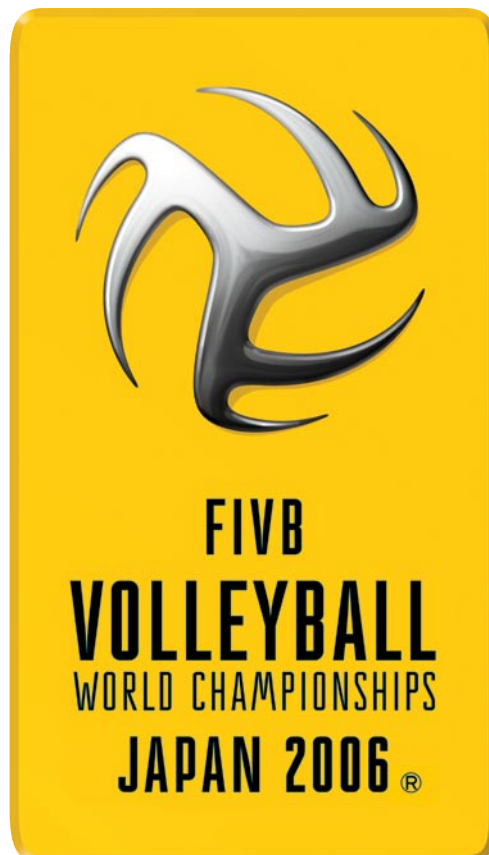


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