

## WOMEN AND SPORT TROPHY

The Women & Sport Trophy 2004 was awarded to the FIFA Women's World Cup. Continental trophies were attributed to Kheillili Messaouda from Algeria, Ferdows Ara Khanam from Bangladesh, Galina Gorokhova from Russia and Lorraine Landon from Australia. No Trophy for the American continent was awarded this year. The winners were selected by the IOC Women and Sport Commission, chaired by IOC member Anita L. DeFrantz, from the 72 candidates submitted by National Olympic Committees and International Olympic Sports Federations.

The FIFA Women's World Cup, the winner of the worldwide trophy, has largely contributed to the participation and development of women in football. Since its creation in 1986, it has promoted the acceptance of women's and girls' right to play this sport and provided a worldwide example of the participation of women on the

playing field as well as in leadership positions. In terms of opportunities for women, the 1999 Women's World Cup also saw the advent of the event policy of using 100% female referees. African Trophy winner Messaouda has developed a broad national programme to promote the participation of women in sport in Algeria. As part of her sports portfolio, she also successfully promoted women's football. The winner of the Asian Trophy, Ara Khanam, has strived for decades to promote the increased participation of women and girls in sport at all levels. As Secretary General of the Bangladesh Women Sports Federation, she developed training programmes for girls in swimming, chess, gymnastics, handball, volleyball, and athletics all over the country. The European Trophy winner, Gorokhova, is a legendary female fencer: she was three times Olympic Champion and nine times World Champion. She has also been coaching the national

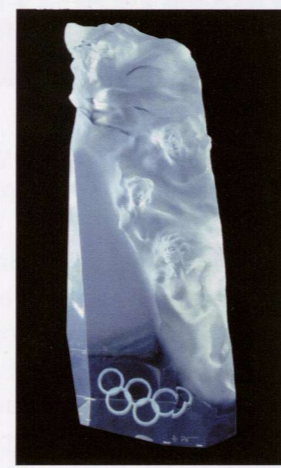
women's team for over 20 years, giving all her attention to the development of women's fencing. For more than 35 years, Landon, the winner from Oceania, has made a huge commitment to the development and profile of women's basketball at local, state, national and international levels, as a player, coach, administrator and sports administration board member. The Women & Sport Trophy, created in 2000, is awarded annually to a woman or man (athlete, coach, administrator or journalist) or to an institution or organisation, in recognition of their outstanding contribution to developing, encouraging and strengthening the participation of women and girls in physical and sports activities, in coaching, and in sports administration and leadership structures, as well as promoting female journalists and women's sport in the media. Five continental trophies and one at world level are awarded.

## OLYMPIC ART & SPORT CONTEST



An international jury, comprising, among others, Zhenliang He, IOC Commission for Culture and Olympic Education Chairman, and Ousmane Sow, a famous Senegalese sculptor, have chosen the three winners of the Olympic Art & Sport Contest. In the

"graphic works" category, the winners came from the People's Republic of China, Cuba and Italy; while in the "sculptures" category, they were from the USA, the People's Republic of China and Chinese Taipei. These results fully reflect the originality and internationalism of the competition. The award-winning artworks will be put on show in Athens during the forthcoming Games. This year, the contest saw works of art from 39 countries, representing the five continents. These pieces, by some 60 artists, are currently being shown at the Olympic Museum in Lausanne.



## OLYMPIC ORDER

### OLYMPIC ORDER FOR COMANECI

Legendary gymnast Nadia Comaneci was awarded the Olympic Order by the IOC President, Jacques Rogge, during an official ceremony in Bucharest, Romania. President Rogge was in the Romanian capital for the celebration of the 90th anniversary of the Romanian Olympic Committee, whose President is Ion Tiriac. Rogge was bestowed with the title of Commander of the National Order of Merit of Romania. Comaneci entered the history books of gymnastics and world sport forever in 1976 in Montreal, at the age of 14. Not only did she win three gold medals, one silver and one bronze, but she also became the first gymnast ever to score seven perfect "10"s. Four years later, in Moscow – her last Games – she won two more gold medals and two silver. Rogge said, "Since that day in Montreal, when you captured not only the gold medals, but also the hearts of the world, you became an idol for thousands of young women. You made them dream of becoming great gymnastics champions."

After her sports career, Nadia Comaneci decided to give back what sport and life had given to her, by teaching gymnastics, first in her home country, then her adoptive country, the United States. As she often says: "It is now my turn to repay all that was given to me with so much generosity and human solidarity."

## IOC AND UNAIDS JOIN FORCES

The IOC and the Joint United Nations Programme on HIV/AIDS (UNAIDS) have signed a Memorandum of Understanding (MoU) in which both organisations agreed to combine their efforts to raise awareness about HIV/AIDS, particularly among the sporting community. The signing ceremony took place at the IOC headquarters in Lausanne in the presence of IOC President Jacques Rogge and UNAIDS Executive Director Dr Peter Piot.

The main objectives of the MoU are to exchange regular information and lessons learned in order to enhance the role of sports organisations in the fight against HIV/AIDS at community and national levels, and to organise HIV/AIDS awareness activities with coaches, athletes and sports personalities. As a first step, the IOC will produce and distribute an HIV/AIDS awareness card to the 11,000 athletes who will take part in the Games of the XXVIII Olympiad in Athens this summer.

"The world of sport is not separate from the rest of the world," said IOC President Jacques Rogge, on signing the MoU. "Sport breaks down barriers, promotes self-esteem, and can teach life skills and healthy behaviour. Athletes can be an inspiration and role models for the youth of the world. This signature will allow the IOC and UNAIDS to undertake coordinated efforts in order to help combat HIV/AIDS."



"One third of the 40 million people living with HIV are young people under 25, many of whom are involved in sports, either as spectators or as participants," said Dr Peter Piot, UNAIDS Executive Director. "It is vitally important for young people to have access to information about HIV so that they can stay HIV-free and lead healthy and productive lives. The sports community is a key partner in reaching out to young men and women, whether in their village or town, or globally."

## GENERAL ELECTRIC SIGNS PARTNERSHIP WITH BEIJING 2008



BOCOG has signed an agreement with General Electric (GE), a diversified technology, media and financial services company, to become a Worldwide Partner for the 2008 Games. As a Worldwide Partner of the Olympic Games, GE will have the opportunity to provide a wide range of products and services to the Games of the XXIX Olympiad, which will take place from 8 to 24 August, 2008. Many of these products and services are critical to the success of the Games, and include energy power generation and distribution systems, security equipment and systems, water treatment facilities and services, portable structures, and lighting fixtures and systems. GE also becomes a sponsor of the Chinese Olympic Committee.

## EBU WINS EUROPEAN BROADCAST RIGHTS

The Olympic broadcast rights for Europe for the 2010 Olympic Winter Games and the Games of the XXX Olympiad in 2012 have been awarded to the European Broadcasting Union (EBU). The successful, major new agreement covers a wide range of media categories, including multi-media and mobile telephony and foresees extensive sublicensing. This agreement with the EBU will help ensure the promotion of the Olympic values both during and outside Games time to ensure the widest possible audience and to protect the basic principle of free-to-air viewing.

The announcement concludes a process that began in March this year with the launch of an open tender, and resulted in the submission of proposals from national broadcasters, multinational consortia and agencies to the IOC.

## NEWS IN BRIEF

TOROC has announced two new official suppliers for the 2006 Games. Ottaviani International has become the official supplier of the prize, participation and commemoration medals. They will provide over 35,000 medals, divided into the following types: 364 individual gold, silver and bronze medals for the prizes of the Olympic Games, and 220 medals for the Paralympic Game prizes; about 4,500 participation medals in the Olympic Games and 1,300 participation medals for the Paralympics; approximately 25,000 commemorative medals for the Olympics and about 2,000 for the Paralympics. The medals will be presented on the occasion of "MenoUno", the celebrations that will be held in February 2005, one year before the start of the Games.

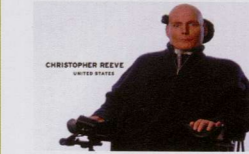
Fast Buyer, the largest European purchasing centre, has become the official sponsor of TOROC's "E-procurement" services and will handle the organisation and management of the electronic tenders for products, services and materials needed for the organisation of the Olympic and Paralympic Games.

## CELEBRATE HUMANITY

BUILDING ON THE SUCCESS OF THE TWO PREVIOUS CAMPAIGNS IN 2000 AND 2002, THE **CELEBRATE HUMANITY** PUBLIC SERVICE ANNOUNCEMENTS FOR 2004 EXPLORE KEY VALUES INTRINSIC TO THE **OLYMPIC GAMES** SUCH AS HOPE, FRIENDSHIP AND FAIR PLAY, DREAMS AND INSPIRATION, AND JOY IN EFFORT

Each of these universal themes is given a unique personal interpretation by personalities whose achievements outside the Olympic world demonstrate that these core values are shared by all people from all walks of life. The following descriptions of each of these four spots illustrate the power of the campaign:

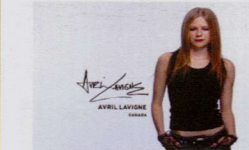
### CHRISTOPHER REEVE: "STRENGTH"



the core Olympic values of joy in effort and inspiration, just two of the many things that make the Olympic Games so special.

Christopher Reeve, the storyteller for this announcement, demonstrates the power of inner strength. He defines

### AVRIL LAVIGNE: "PLAY"



fair and putting forth their best effort. This announcement features recording star Avril Lavigne, who delivers this message to the youth of the world through her free spirit and attitude.

What's important about the Olympic Games is not where the athletes come from or what they look like, but playing

### ANDREA BOCELLI: "HEART"



inspiration, reminds us that no matter how physically gifted an athlete is, the strongest muscle in the body is the heart.

The announcement with Andrea Bocelli, whose uplifting music and personal triumphs truly define dreams and

### NELSON MANDELA: "ADVERSARIES & EQUALS"



The Olympic Games remind us that competitors can be friends and equals a far greater percentage of the time than they

will be adversaries. Even though the competition is fierce, the rivalry ends when the event ends. This message is fittingly delivered by Nelson Mandela, whose life has exemplified peace, hope and equality.

### ON TELEVISION AND IN PRINT

The television announcements of *Celebrate Humanity* 2004 have been produced in six languages. The thoughts that the spokespersons express emphasise that the Olympic experience touches all people and that the Olympic ideals are universal. The print component of *Celebrate Humanity* presents original thoughts from distinguished spokespersons that express personal interpretations of the Olympic experience.

### EFFECTIVE AND POWERFUL TOOL

*Celebrate Humanity* is a public service campaign developed by the IOC, which aims to communicate the core values of the Olympic Movement and the Olympic Games to a worldwide audience. Launched for the Sydney 2000 Olympic Games, and developed further for Salt Lake City 2002, the campaign has been an effective and powerful tool for Olympic Family organisations, broadcast partners and marketing partners to use in promotions and programmes. The campaign has proved instrumental in reminding viewers around the world of the Olympic ideals on a continuing basis, and in generating interest in future Olympic Games.