

CELEBRATE HUMANITY 2004

The Celebrate Humanity campaign for 2004 communicated the universal Olympic values and the distinct values of the Athens 2004 Olympic Games. Developed by the International Olympic Committee to focus on the Olympic ideals, Celebrate Humanity presented personal interpretations of the Olympic experience and aligned well with the core values and themes of the Athens 2004 Olympic Games.









The messages of Celebrate Humanity 2004 were simple but of resounding significance. The interpretations were various but powerful. All the messages conveyed the extraordinary power of the Games to reflect the human spirit and to inspire hope for a world that has come together to share in the Olympic experience. Celebrate Humanity resonated with the truth that the Olympic ideals — the values of hope, friendship and fair play, dreams and inspiration, joy in effort — are universal, shared by all. At the same time, the campaign supported the Athens 2004 themes of human scale, participation and celebration.







The messages of Celebrate Humanity were communicated by individuals who invited all people to join them in celebrating the Olympic Games. While the individuals are renowned in various fields of endeavour, none have any direct connection to the Olympic Movement. Thus their perspectives — the thoughts and feelings that they expressed — emphasised that the Olympic experience touches all people and that the Olympic ideals are universal. The individuals were Kofi Annan, Secretary-General of the United Nations; maestro Andrea Bocelli, the renowned Italian tenor; Avril Lavigne, the Canadian singer songwriter; the late Christopher Reeve, the actor, director and activist from the United States; and human rights leader Nelson Mandela of South Africa.

The television component of Celebrate Humanity 2004 consisted of five announcements, each produced in six languages. The print component of Celebrate Humanity presented original thoughts from IOC President Jacques Rogge, Christopher Reeve and Nelson Mandela.

The Celebrate Humanity campaign for 2004 received support from National Olympic Committees and broadcasters around the world. Some highlights include:

-  The Celebrate Humanity television campaign aired in more than 40 countries.
-  Celebrate Humanity was translated into the languages of 10 countries in addition to the original six in which the campaign was produced.
-  Celebrate Humanity ran extensively on CNN International, BBC World and Eurosport.
-  Celebrate Humanity ran in Val Morgan Cinemas in New Zealand.
-  Astro Measat broadcast network in Malaysia created a customised campaign spot featuring singer Siti Nurhaliza.
-  Morocco, Algeria and France aired a customised Celebrate Humanity spot featuring actor Omar Sharif.
-  Russia aired a customised Celebrate Humanity spot featuring Russian conductor Valeri Gergiev.
-  Germany aired a customised Celebrate Humanity spot featuring Olympian and tennis champion Stefanie Graf.

-  Brazil aired a customised Celebrate Humanity spot featuring Olympian and Brazilian National Volleyball team member Giovane Gavio.
-  South Korea aired a customised Celebrate Humanity spot featuring musician Youngpil Cho.
-  The NBC network in the United States aired a customised television spot featuring actress Maura Tierney.
-  The Celebrate Humanity print campaign received extensive support from Sports Illustrated, a Worldwide Olympic Partner, and ran in several Sports Illustrated/Time Inc. publications as well as several NOC publications.

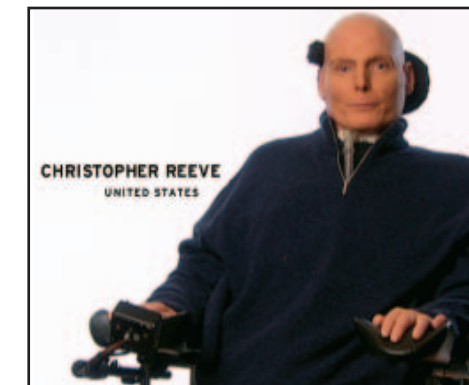


HEART Script

*If you could have the arms of Hercules.
 Legs as swift as the wind.
 If you could leap shoulder-high above the rim.
 Have the kick of a dolphin.
 The reflexes of a cat.
 If you could have all this, you would have the body,
 you would have the tools.
 But you will not have greatness.
 Until you understand that the strongest muscle
 is the heart.
 To me, that's the soul of the Olympic Games.*


STRENGTH Script


*Funny, isn't it.
 An athlete aspires to be the best
 his or her country has to offer.
 And ends up representing the best
 humanity has to offer.
 That's the strength I find in the Olympic Games.*




The Celebrate Humanity campaign for 2004 achieved its objectives of communicating to a worldwide audience the core values and ideals of the Olympic Games. The campaign raised global public awareness of the Olympic Games and demonstrated the power of the Olympic Games as the greatest sporting and cultural festival in the world.

 Celebrate Humanity also supported Olympic Family organisations, Olympic marketing partners and Olympic broadcast partners in achieving key goals for 2004.

 Celebrate Humanity benefited Olympic Family organizations such as National Olympic Committees and Organising Committees of future Olympic Games by raising public awareness of the Olympic Games, Olympic teams, Olympic athletes, and associated sport and educational programmes.

 Celebrate Humanity benefited Olympic broadcast partners by raising public awareness of the Olympic Games, generating public interest in Olympic television programming, enhancing the broadcast partners' Olympic association in the minds of the viewing public, and providing a strong and positive platform for the broadcast partners' advertising sales efforts.

 Celebrate Humanity benefited the Olympic sponsors, as the partners strengthened their association with the Olympic Movement by integrating the campaign into marketing initiatives, internal efforts to motivate employees, and various programmes to raise awareness of the Olympic sponsorship with constituents, stakeholders and customers.

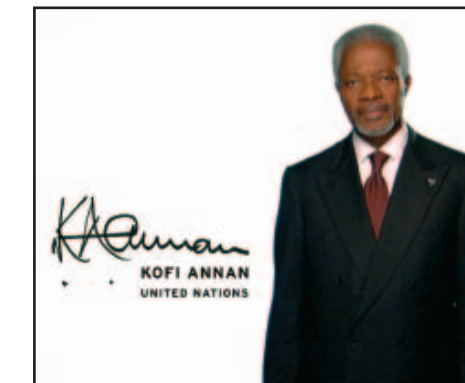


ADVERSARIES AND EQUALS Script

*For seventeen days, they are roommates.
For seventeen days, they are soulmates.
And for twenty-two seconds, they are competitors.
Seventeen days as equals. Twenty-two seconds as adversaries.
What a wonderful world that would be.
That's the hope I see in the Olympic Games.*

PLAY Script

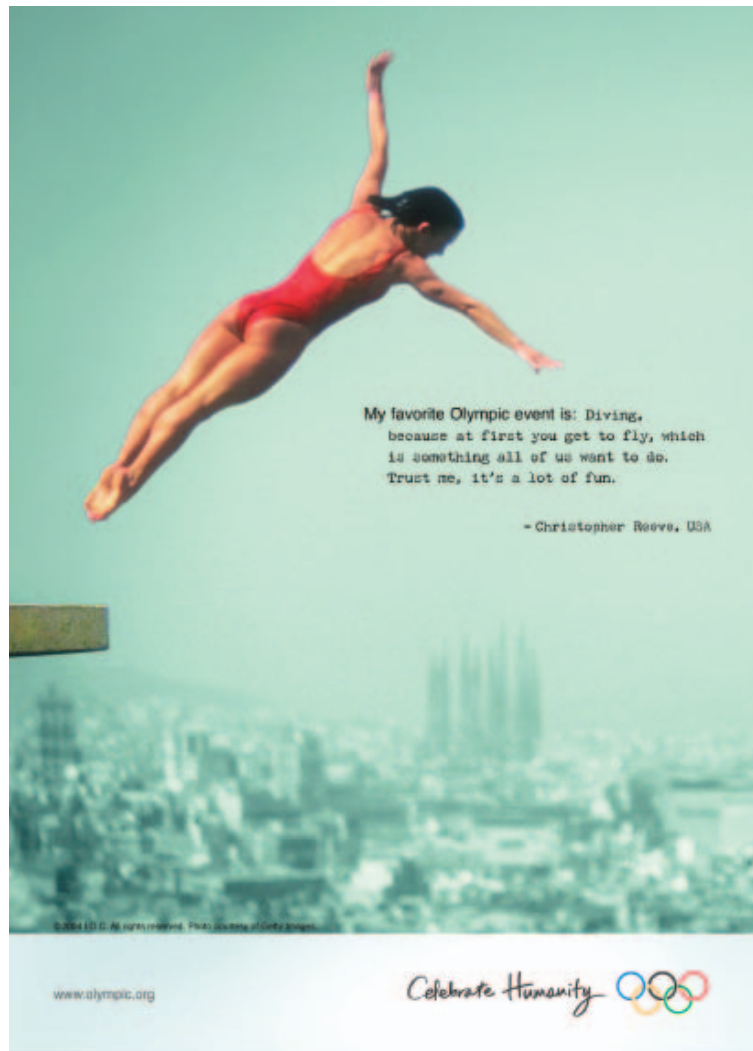
*It doesn't matter where you come from.
Who your family is.
What you wear.
Or how good you are at math.
All that matters is that you give it
everything you've got.
To me, that's why the Olympic Games rock.*



BRIEF MOMENT Script

*The greatest moment of the race is not
the touching of the wall.
Or when one swimmer begins to pull ahead of the pack.
The greatest moment takes place before the
pistol even fires.
When, for a brief time, no nation is greater or smaller,
stronger or weaker than any other.
For me, that is the Olympic moment.*





PRINT CAMPAIGN



365 days a year, the true spirit of the Games is demonstrated by: our Worldwide Corporate Sponsors. Because our athletes can't run, jump or swim until they're fed, housed and trained. For that, we - and everyone who loves the Games - owe them our deepest gratitude.

Jacques Rogge

- Jacques Rogge, Belgium,
President, International
Olympic Committee



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