

Arete

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"If you have worked hard enough to render yourself worthy of going to Olympia, if you have not been idle or ill-disciplined, then go in confidence; but those who have not trained in this fashion, let them go where they will"

~ Philostratus the Elder

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2003 IOAPA Conference Plans Progressing

Progress is continuing for this summer's IOAPA Conference in Olympia.

The dates are August 12-16, 2003. We leave Athens on August and stay in the village of Olympia the evening of the 11th. Negotiations are being held with hotels in Olympia to book rooms for our whole group. We will meet with participants of the 43rd General Session in town that evening. After they leave the next day we will be allowed to move into the Academy.

A number of items are being planned for the conference. We are working on a presentation from a member of the Athens 2004 staff on volunteer services about how the IOAPA could be utilized during the 2004 Olympic Games (please read the enclosed article about volunteering in Athens and how to sign-up). You might want to bring a resume with you since there is a possibility that interviews might be conducted.

Anyone interested in run-

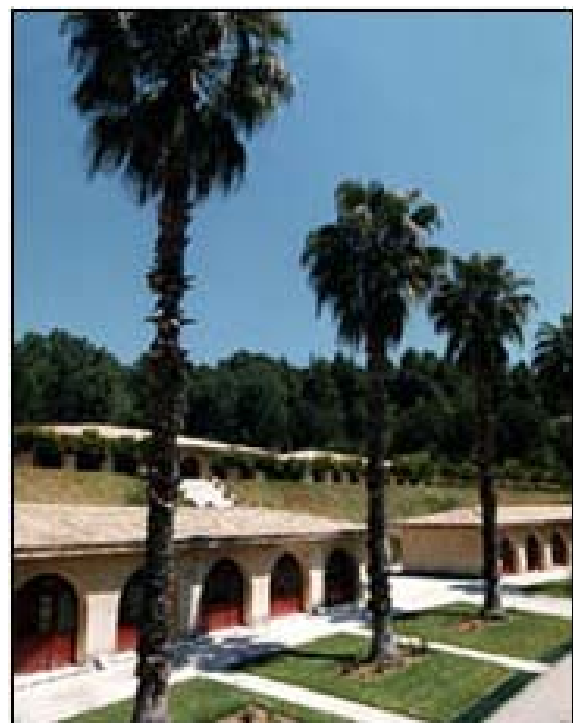
ning for office is encouraged and is asked to inform Carlo Farrugia of your intentions. If you have not yet registered for the conference an application is on the final page of the newsletter. Please complete it and send it to Carlo before the deadline of May 31st.

We will return to Athens on August 16th.

A number of participants

are interested in spending time on the islands following the conference. Discussions will be held during our stay in Olympia about post conference plans. Your stay in Athens before and after the conference is at your own expense.

We look forward to seeing you this summer in Olympia!



PRESIDENT'S MESSAGE

By Laurel Brassey Iversen (USA)



Dear friends,

Time seems to be rushing by and the next IOAPA Session is already upon us. The plans are going well and we have many places available since President Filaretos did not set a limit this year. I am sure that there is going to be an abundance of information regarding the preparations for the Athens 2004 Olympic Games. So many of us in the IOAPA have been going to Greece since the mid 1980's when Greece was bidding to host the Games and now finally, the Games are nearly here. I feel like we have a big interest and enthusiasm for these Games. We hope to receive some positive information regarding the participation of IOAPA members in the 2004 Olympic flame Relay. We will also learn more about the volunteer program.

I know that many of you are very busy in your own countries working within the Olympic Movement and helping in the preparation of your teams for next summer's Olympics. Many of you have been involved in the planning of academic conferences or attended such conferences. Please send us a short summary report of your activities so we can share them with all of the other members.

I look forward to seeing dear friends once more in our special place, Olympia, and to meet all of the new people whom I know are coming.

I want to end my message by sending love and good wishes to our good friend Geoffrey Yarema (USA) IOA '86, who lost his beautiful wife, Mariela Spasova (BUL) IOA '86 in January, 2003. Their love story began at the IOA. All of your IOAPA friends send you and your daughter their comfort.

In Olympism,

Laurel Brassey Iversen

IOAPA LAST MINUTE NEWS:

Due to other obligations Cyrille Boulongne will no longer serve as web site coordinator. Those tasks will be left open until elections are held at the IOAPA Conference this summer.

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### 43<sup>RD</sup> INTERNATIONAL SESSION FOR YOUNG PARTICIPANTS COORDINATORS

#### English Speaking Groups

1. Mr. Yogo SUZUKI (JPN)
2. Mr. Keith SAMBO (AUS), Arts Happening
3. Mr. Carlos MANZUR (ECU), Computer & Head Coordinator
4. Ms. Melinda BIRO (HUN)
5. Mr. Cesar TORRES (ARG), Poetry/Liter & Arts Happening
6. Mr. George VASSILARAS (GRE), Social Evening & Head Coordinator
7. Dr. Michael CROES (ARU), Social Evening
8. Ms. Artemis KOKKINARA-BOUTOU (GRE)
9. Mrs. Laurel Brassey IVERSEN (USA), Sports & Head Coordinator
10. Ms. Naghme KARIMINEZHAD (IRI)
11. Mr. Eli WOLFF (USA)
12. Mr. Yair GALILY (ISR)
13. Mr. Jörg BROKAMP (GER), Internet
14. Mr. Alfred OTULA (KEN)
15. Mr. Panos VASSILARAS (GRE), Sports
16. Mrs. Jan PATERSON (GBR), Head Coordinator
17. Ms. Andri IACOVIDOU (CYP), Poetry/Literature
18. Ms. Shamala SUBRAMANIAM (MAS), Computer
19. Ms. Penelope AMELIDOU (GRE)
20. Dr. Ian BRITAIN (GBR), Internet
21. Mr. Nikos THEODOROU (GRE), Internet
22. Ms. Sabina SHAKHVERDIEVA (GEO)

#### French Speaking Group

23. Mr. David Claude Kemo KEIMBOU (CAM) Sports
24. Mr. Thierry NTWALI G. (RWA)
25. Ms. Maha ZAOU (TUN), Dance
26. Ms. Stéphanie SOURON (GER)
27. Ms. Ishrat BUNDHUN (MRI), Social Evening
28. Ms. Catherine MONNIN (FRA)
29. Mr. Moussa BOLLY (MLI)

#### Workshops

30. Mr. Ageliki DIKI-YANNOULAKI (GRE), Dance/Arts Happening
31. Ms. Panayiota APOSTOLOPOULOU (GRE), Art Workshop/Happening

## A Real Love Story By Geoff Yarema, USA '86

Anyone who has attended the International Olympic Academy leaves that hallowed ground having learned certain obvious truths. Returning to our national Olympic committees and academies, our families and our universities, we are newly steeped in the time honored principles of Olympism, in Hellenic history, in the debates over current issues in the Olympic movement. Certainly we are all the richer for this discourse and we honor our calling by passing this knowledge on to others in the movement who have not had the privilege to attend the IOA.

But there are other things we learn and experience at the IOA. One of these is that romance flows through Olympia just as surely the river Alpheus flows through the ancient ruins. While this is not the reason we go or return, it is nevertheless an inescapable fact. And it is not something that is only true of the modern day IOA. I would be willing to bet that, if Jim Parry did the research, he would report that romance was as important an attribute of the ancient games as the competitions themselves.

This article is the story of one such romance, one that began at the IOA, that transcended its few short weeks, that ripened into a passionate pairing of two lives but tragically ended too soon. It is the story of how I met and fell in love with Mariela Spassova, how we married, thrived and had our beloved daughter and how Mariela passed away on January 3, 2003.

I was fortunate enough to attend the IOA general session in 1986. I was a young attorney, had worked for the Los Angeles Olympic Organizing Committee in 1984, had helped curate one of the exhibitions for the Olympic arts festival and subsequently was invited to lead our national Olympic committee's program supporting elite athletes during training and competition. That summer I felt honored to be accompanying to Olympia an athlete of such distinction as Laurel Brassey Iversen, who would become a great friend and later the IOAPA president. While in Olympia that summer, I made many other close friendships that have endured and grown over now almost 20 years, including Ingolf Hannesson (the ice man), Yiannis Zoumpoulis (the philosopher), David Mata (the toreador), Nancy Apostolopoulou (the psychologist) and many others. But there was one friendship I made that would prove to be totally different than the rest.

The Bulgarian Olympic committee sent to the IOA that same summer a young woman named Mariela Spassova, who celebrated her 20th birthday while in Olympia. The Bulgarian committee had selected her for two reasons--three years earlier she had become a world champion in rhythmic gymnastics, and, just as important, she was a bright and proud woman who had persevered through

adversity and offered the Olympic movement much future potential.

When she stepped off the bus at the IOA's front steps she was a vision. She was enthusiastic about life. She embraced the experience. I wanted to get to know her and introduced myself. Transcending language and culture, we struck up a friendship.

In 1983, at the age of 17, Mariela led her team to the World Championships in Strasbourg, France. In a ceremony attended by IOC president Juan Antonio Samaranch the Bulgarian government recognized Mariela, and the rest of the team, as 'national treasures.' And indeed, they continue to be to this day.

Three years later, in 1986, I met her at the IOA. I fell in love with her at first sight-- well something close to love anyway. Mariela clearly did not. She later said she was merely amused. When the IOA general session ended we went our separate ways, worlds apart. But we kept up our friendship, writing from time to time.

In 1988, just as Mariela was finishing college, a performing arts troupe asked her to join its 1989 North American tour. While today Cirque de Soleil is a multi-billion dollar business, then it was a very small company, started by several street performers in Montreal. While Mariela knew little about the circus, she loved her studies of English, enjoyed seeing new places and, despite her extensive travels, had not yet seen America. She signed on.

Indeed, Mariela loved every minute of the tour. It all the upside of rhythmic gymnastics along with the excitement of performing to adoring crowds with other unique artists. The crowds truly did adore them. The circus sold out long runs and Mariela received rave reviews all over North America for her grace, elegance, exotic beauty and athletic prowess.

I attended the Miami premiere and visited her whenever I could. She visited me in California between tour stops. Mariela said she felt like a princess in a storybook. Our romance quickly blossomed and we fell in love. She embraced our marriage and her new community with the same kindness, generosity and openness she had exhibited in her native country. Once again she showed the will to

overcome challenges and to succeed in new adventures.

We set up housekeeping in a small cottage while my home was being remodeled, spending evenings laying in bed with a Bulgarian-English dictionary so we could better communicate. From that simple foundation, Mariela taught me much and gave me, our family and our community many gifts.

The gifts of adventure-- not just in their extensive travels together -- but in the embracing of new opportunities. The gift of compassion-- It is impossible to count the many good deeds she did for people she knew, even for people she did not know. She made helping others a very important part of her life. The gift of beauty-- She had the looks of a supermodel with an inner heart that took your breath away even more quickly.

And the greatest gift of all, the gift of Valerie, our daughter. There is no doubt that everything that was good about Mariela has found a home in Valerie. Valerie carries forward all of the gifts her mother gave us.

Having touched so many people, not just in Bulgaria, but here and around the world, she became a 'Bulgarian pearl in the international necklace.' Just like in 1977, when she struggled in her first national competition, Mariela did not yield to despair during her lengthy struggle with a brain tumor. She remained strong in the face of adversity, but she was also fragile, like a butterfly that died too soon. She urged us on to live life as she did, knowing that she will be with us always.

I have the IOA to thank for introducing me to my wonderful wife, a culture she brought with her that enriched me and for a daughter who means the world to me. I invite you to visit her website [www.formarielawithlove.com](http://www.formarielawithlove.com).



Mother  
and  
Daughter:

Mariela  
and  
Valerie  
Yarema

***(A session on the 2004 Volunteer Program will be held at the IOAPA Conference)***

## **ATHENS 2004 Volunteer Programme is progressing rapidly**

The Volunteerism Selection Programme officially launched on 30 January 2003 is continuing successfully, with personal interviews carried out in order to select and place volunteers in appropriate positions according to the Olympic and Paralympic Games requirements and to the candidates' preferences. 3.250 candidate volunteers will have been interviewed by the end of March, while the number of candidates interviewed will exceed 4,000 in April. During the coming months the number of volunteers will increase in accordance to the intensity of the pace of preparations. The Volunteer Programme primarily aims at the selection and training of volunteers for their participation in the 2003 Test Events.

Submitted volunteer applications are increasing, the total number of applications submitted as at 3 April 2003 were 68,726. It is reminded that only the Official Volunteer Application, which was issued on 30th January 2002, can be submitted to the ATHENS 2004. Anyone who wishes to contribute as volunteer to the organisation of the Athens Olympic and Paralympic Games must complete the application form and send it to ATHENS 2004. They may directly communicate with the Volunteer Toll Free Line in Greece on 800 11 2004 1 and ask for the official Application form or complete the application online on the ATHENS 2004 official website, [www.athens2004.com](http://www.athens2004.com)

Within 60 days of receipt of the Application form, the ATHENS 2004 Volunteerism Department reassures the candidate volunteer that their Application has been received and provides him/her with a code number. If this period passes and the applicant has not been notified by ATHENS 2004 (via regular or electronic mail) then they are requested to communicate with the Volunteer Telephone Centre in order to register missing data.

It is noted that the submission of the official Volunteer Application is necessary for all those who completed the ATHENS 2004 Volunteerism Expression of Interest form before 30 January 2002 and who have not been notified by ATHENS 2004 either via regular or electronic mail because of changes in the data registered on the form.

**Volunteer Telephone Centre 800 11 2004 1 (toll free in Greece); Mon – Fri 830-2100 and Sat 1000-1400.**

## **La sélection des volontaires d'ATHÈNES 2004 progresse à un rythme soutenu**

C'est avec succès que se poursuivent les entrevues personnelles, prévues dans le cadre du cycle de sélection des volontaires d'ATHÈNES 2004, qui a démarré le 30 janvier 2003. Ce cycle vise à sélectionner et à placer les volontaires aux postes adéquats, compte tenu aussi bien des besoins des Jeux Olympiques et Paralympiques, que des préférences des candidats eux-mêmes. Ainsi, à la date du 31 mars 2003, quelque 3 250 candidats ont été invités à se présenter à une entrevue personnelle. Pour le mois d'avril, ce chiffre devrait dépasser les

4 000 et augmenter encore au cours des mois suivants, puisque l'allure des préparatifs ira en s'accroissant. Le premier objectif recherché est de procéder à la sélection des candidats et à leur préparation en vue des épreuves préolympiques qui se dérouleront en été 2003.

Dans le même temps, un nombre croissant de nouveaux formulaires de candidature continuent à parvenir au Comité d'Organisation. Notons à cet égard que le nombre total des candidatures reçues à la date du 3 avril 2003, est de 68 726. Rappelons également que si une personne désire participer au Programme du volontariat d'ATHÈNES 2004, elle doit obligatoirement déposer **un formulaire officiel**, dûment rempli (ce formulaire a initialement été lancé le 3 janvier 2002). Donc, toute personne voulant participer en tant que volontaire à l'organisation des Jeux Olympiques et Paralympiques d'Athènes, devra remplir ce formulaire officiel de candidature et l'envoyer à ATHÈNES 2004. Elle peut également former le numéro de la ligne du volontariat (appel gratuit), à savoir le 800 11 2004 1 et demander que le formulaire de candidature lui soit envoyé. Enfin, une troisième solution s'offre à elle remplir le formulaire électronique de candidature, disponible sur le site officiel d'ATHÈNES 2004, à l'adresse [www.athens2004.com](http://www.athens2004.com)

Dans un délai de 60 jours maximum à compter de la date de présentation de la demande, la Direction générale du volontariat d'ATHÈNES 2004 enverra par écrit un accusé de réception au candidat en lui notifiant son numéro d'enregistrement. Si ce délai venait à expirer sans que le candidat reçoive d'accusé de réception (par courrier normal ou électronique) d'ATHÈNES 2004, il devra appeler le central téléphonique du Programme du volontariat et éventuellement communiquer des renseignements complémentaires.

À noter que toute personne ayant éventuellement répondu à l'appel à manifestation d'intérêt pour être volontaire d'ATHÈNES 2004 avant le 30 janvier 2002 et qui n'aurait pas été contactée – par courrier normal, par téléphone ou par courrier électronique – par le Comité d'Organisation suite à un changement de coordonnées, devra déposer une nouvelle demande officielle de candidature.

**N° d'appel du Programme du volontariat 800 11 2004 1 (appel gratuit)  
Heures d'ouverture du lundi au vendredi 830-2100; samedi 1000-1400.**



## IOAPA member activities around the World

The Department of Recreation and Sports of the Commonwealth of Puerto Rico held the International Congress **Cara a Cara: Deporte en Igualdad de Condiciones (Face to Face: Gender Equity in Sports)**, April 3-5, at the Normandie Park Plaza Hotel, in San Juan, Puerto Rico.

The Congress assembled professionals in sport and physical education and related areas, which exchanged knowledge and developed new strategies for the development of women in sports. We had an outstanding group of internationally renowned speakers, both in the sports field, as well as in the struggle for gender equity in sports. The group of international speakers was composed by: Charmaine Crooks (IOC Member), Judy Kent (CAN), Margit Budde (GER), Mercedes Coghens (ESP), Silvia Dalotto (ARG), Yacine Kabbage (MOR), Mee Lee Leung (HK), Jim Parry (UK), Gertrud Pfister (GER), Ulrich Rosen (GER), and Christine Shelton (USA). Representing Puerto Rico were Miguel Albarrán, Fernando Aybar, Amelia Estades, Rosarito Martínez, Joyce Meléndez, Sara Meltz, María Ojeda, Gabrielle Paesse, Farah Ramírez, Jaime Ramírez, Diana Rodríguez, Lyssette Santiago, Nilmarí Santini, Maniliz Segarra, Reynaldo Soler and Carlos Uriarte.

At the closure of the Congress, the participants concluded the following: there is inequality for girls and women in Puerto Rico regarding power, access, opportunities, participation, treatment, resources and acknowledgement. Individuals are responsible for stimulating, supporting and serving as role models to girls in sports. In addition, organizations must be aware of gender issues, establish regulations and protocols and monitor results in order to achieve gender equity in sports. Some of the outlined strategies include: development of training programs individualized for women, creation of a working group for women and sports, workshops for women on the leadership area, establish a national public policy regarding gender equity in sports and create alliances, among others.

Regarding the participation of IOAPA's members, I

want to mention that Jim Parry, due to his great leadership capacity, was one of the participants' favorite and also, a big help to the events' organization. Silvia Dalotto got across the Olympic message with her presentation: Women and the Olympic Movement; she was also admired due to her professionalism and her sense of friendship. Finally, Ulrich Rosen captivated all the participants due to his impressive size, intellectual capacity, his joy at inciting participants and his extraordinary joviality.

It was a spectacular experience and I was overwhelmed with happiness since I had among the highly competent group of speakers my friends from the IOAPA. I hope that in the near future, other members may also contribute with sports in Puerto Rico.

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El Departamento de Recreación y Deportes del Estado Libre Asociado de Puerto Rico llevó a cabo el Congreso Internacional **Cara a Cara: Deporte en Igualdad de Condiciones**, del 3 al 5 de abril de 2003. El mismo tuvo lugar en el Hotel Normandie Park Plaza en San Juan, Puerto Rico.

El Congreso reunió profesionales del deporte, la educación física y otras áreas relacionadas, los cuales intercambiaron conocimientos y trazaron nuevas estrategias para el desarrollo de la mujer en el deporte. Contamos con un nutrido grupo de conferenciantes de renombre internacional destacados, tanto en el plano deportivo, como en la lucha por la equidad de género en el deporte. El grupo de conferenciantes internacionales estuvo compuesto por Charmaine Crooks (IOC Member), Judy Kent (CAN), Margit Budde (GER), Mercedes Coghens (ESP), Silvia Dalotto (ARG), Yacine Kabbage (MOR), Mee Lee Leung (HK), Jim Parry (UK), Gertrud Pfister (GER), Ulrich Rosen (GER), y Christine Shelton (USA). Por Puerto Rico participaron Miguel Albarrán, Fernando Aybar, Amelia Estades, Rosarito Martínez, Joyce Meléndez, Sara Meltz, María Ojeda, Gabrielle Paesse, Farah Ramírez, Jaime Ramírez, Diana Rodríguez, Lyssette Santiago, Nilmarí Santini, Maniliz Segarra, Reynaldo Soler y Carlos

Uriarte.

Al cierre del Congreso se llegaron a las siguientes conclusiones: existe desigualdad para las niñas y mujeres en Puerto Rico en lo que se refiere al poder, acceso, oportunidades, participación, trato, recursos y reconocimiento. Los individuos son responsables de estimular, apoyar y servir de modelos a las niñas en el deporte. Además las organizaciones deben estar conscientes de los problemas de género y establecer reglas, protocolos y monitorear los resultados para lograr la equidad de género en el deporte. Algunas de las estrategias trazadas incluyen: el desarrollo de programas de entrenamientos individualizados para las mujeres, la creación de un grupo de trabajo para las mujeres y el deporte, clínicas en el área de liderazgo para las mujeres, establecer una política pública nacional sobre la equidad de género en el deporte y crear alianzas, entre otros.

De la participación de los miembros de IOAPA quiero mencionarles que Jim, debido a su gran capacidad de liderazgo, fue uno de los más queridos por los participantes y además de mucha ayuda para la organización. Silvia no dejó de llevar el mensaje del Olimpismo con su presentación: La Mujer y el Movimiento Olímpico y admirada por todos por su profesionalismo y sentido de amistad. Y finalmente Ulrich, cautivó a los participantes por su gran tamaño, capacidad intelectual, su gusto por provocar a los participantes y su extraordinaria jovialidad.

Fue una experiencia espectacular y me colmó de alegría poder tener entre el calificado grupo de conferenciantes mis amigos de IOAPA. Espero que un futuro cercano, otros miembros también puedan contribuir al deporte en Puerto Rico. Hasta pronto,

~Maniliz Segarra

THE 2003 BRITISH OLYMPIC ACADEMY

By Philip Barker (GBR)

Britain's National Olympic Academy celebrated its twentieth birthday by visiting Scotland for the first time in 2003.

The gathering took place at Heriot Watt University in Edinburgh and was led as usual by Don Anthony. Three Time Olympic Rowing Champion Matthew Pinsent took time off from his preparations for Athens to answer questions from the assembled gathering. He was joined in an ever popular Athletes panel by Cyclist Chris Hoy and Curling's Debbie Knox. 2002 IOA Participants Jeremy Cross and Melissa Okusanya offered their reflections on the magic of Olympia.

The Academy was organised by Jan Paterson assisted by Amy Terriere.

Among overseas visitors who came to Edinburgh; Milan Hosta(SLO) Elizabeth Hanley (USA), Metina Atalay(TUR) Tom Bienlen (HOL) and Craig Mc Cachie (AUS)



IOAPA Participants in Puerto Rico: (L-R) Silvia Dalotto, Jim Parry, Mailiz Segarra and Ulrich Rosen

THE INTERNATIONAL ROUTE OF THE ATHENS 2004 TORCH RELAY

The ATHENS 2004 Torch Relay, the first truly global Olympic Torch Relay, will travel around the world in 65 days. Last Friday, the programme was proposed by ATHENS 2004 to the Executive Board of the International Olympic Committee who unanimously approved it.

The Relay will last 65 days and will travel along the following route Sydney – Melbourne – Tokyo – Seoul – Beijing – Cape Town – Rio de Janeiro – Mexico City – Los Angeles – Saint Louis – Atlanta – New York – Montreal – London – Amsterdam – Antwerp – Paris – Barcelona – Rome – Lausanne – Munich – Berlin – Stockholm – Helsinki – Moscow – Nicosia – Greece.

At the presentation of the Torch Relay, ATHENS 2004 President Gianna Angelopoulos-Daskalaki made the following statements

“It was in 1997, during our bid for the Games, that we promised a global torch relay to the whole world, and not just to the IOC. We promised to unite the Olympic Movement and to remind every country that has ever hosted the Olympic Games of the magic of the greatest celebration of the human race. We also wanted to share the emotions generated by the Olympic Torch Relay with all the continents symbolised by the five Olympic Rings. We have added some countries so as to be able to cover Africa and South America, where the Games have never been held and the torch has never travelled.

“As you will see for yourselves, the route so far comprises every city that has ever held an Olympic Summer Games. To these 21 cities, which include Athens, we have added Beijing, which will be hosting the next Summer Games; Cairo, to include North Africa and the Middle East; Cape Town, to cover South Africa; Rio de Janeiro, in the largest country in South America, one with a strong athletic tradition; New York, seat of the United Nations; Lausanne, seat of the International Olympic Committee; and Nicosia in Cyprus. We are also reviewing the possibility of sending the torch through India and Turkey”.

The President of the Organising Committee explained the details of the Torch Relay. It would last, she said, approximately 35 days, with a further 30 for the Greek leg of the relay up to the Opening Ceremony. On initial calculations, there would be more than 3,500 relay runners taking part on the international leg, and 6,500 on the Greek leg. The total cost of the Relay will be covered by the €20 million already budgeted for, plus revenue secured from sponsorship. The 2004 Olympic Torch Relay sponsorship programme today comes to \$19 million.

Mrs Angelopoulos-Daskalaki added “We have the option of adding three more cities without exceeding our budget. This will be done only in consultation with the Greek Government. Each of these cities must provide a secure environment and all the necessary infrastructure; must have the particular cultural features that will set it apart from others; and must have in it an active National Olympic Committee and Sports Federations. It should give us the chance to showcase Greek cultural heritage in combination with the presence of a Greek community, and of course, it must have the final approval of the International Olympic Committee”.

Mrs Angelopoulos-Daskalaki also pointed out that the uniform and torches for the Torch Relay would not have any commercial emblems, and that nobody would be able to buy his or her way into running in the relay.

As Executive Director Mr Marton Simitsek said, “The choice of the Torch Relay runners will be the responsibility of the National Olympic Committees of each country. Of course, there are certain criteria which are understood by everyone and acceptable at all torch relays. The most significant criterion is to choose people, individuals who can carry the torch between 300 and 500 metres, while another criterion is to find celebrities, personalities and people who have dedicated a part of their life to sports, and have also worked for society and for humanity”.

Every torch relay runner will be able to keep his or her torch as a personal souvenir, if they so desire, by paying an amount equivalent to the cost of the construction of the torch.

Mr George Bolos, the General Manager for Marketing, explained that the Olympic Torch will stay for one day in each town or city.

The 2004 Olympic Torch Relay programme is being supported by sponsors who share the same Olympic ideals and values as ATHENS 2004. The official sponsor of the programme is the Coca Cola company, and official supporters of the programme are three companies -- Samsung, Euro-Sport and Gefyra S.A.

Referring in particular to the official sponsor of the Torch Relay, Coca Cola, the President of ATHENS 2004 said “I would like to stress the fact that we are looking forward to much more from our official sponsor, beyond its very significant



financial contribution. We are looking forward to its valuable experience, which results from its 75-year long support of the Olympic Movement. It should also be noted that it is the fourth time that Coca Cola has been the official sponsor of the Olympic Torch Relay”.

“Coca-Cola’s ability to connect with millions of people throughout the world will help increase public attendance at all of the Torch events along the way, and will enrich the very experience of the Olympic Torch Relay for all those who take part in it, both here in Greece and abroad. And finally we are looking forward to the entrepreneurial support of the sponsor, at a local level at every destination in its extensive network. With the help of the sponsor and our supporters, we will organise an excellent Torch Relay, one which will also promote the idea and messages of Olympism throughout the world”.

“To organise the Torch Relay, we are working closely with the National Olympic Committees, the Ministry of Foreign Affairs, the International Olympic Truce Foundation, and local and consular authorities”.

Le Relais universel de la Flamme Olympique

Le voyage de la Flamme Olympique autour du monde durera 65 jours. Vendredi dernier, le premier Relais universel proposé par ATHÈNES 2004, a été approuvé par le Comité International Olympique.

Présentant le Programme, la Présidente d’ATHÈNES 2004, Gianna Angelopoulos-Daskalaki, a rappelé « En 1997, lorsque nous avons présenté notre candidature pour les Jeux de 2004, nous avons promis un Relais universel de la Flamme Olympique, non seulement au CIO, mais au monde entier. Nous avons promis d’unir le Mouvement Olympique et de rappeler la magie de la plus grande fête de l’humanité, à tous les pays ayant déjà accueilli les Jeux d’été (21 au total, avec la Grèce). Mais nous désirions aussi partager l’émotion du Relais de la Flamme Olympique avec les cinq continents, symbolisés par les cinq anneaux olympiques. Nous avons aussi tenu à ajouter des villes pour faire passer le Relais par l’Afrique et par l’Amérique du Sud, qui n’ont jamais hébergé de Jeux et où la Flamme n’a encore jamais été portée à ce jour.

Comme vous pouvez le constater, l’itinéraire actuel comprend également la ville de Beijing, qui organisera les prochains Jeux d’été, Le Caire, qui inclura l’Afrique du Nord et le Moyen-Orient, Le Cap, qui inclura l’Afrique du Sud, Rio de Janeiro, qui inclura le plus grand pays d’Amérique du Sud, New York, où se trouve le siège des Nations Unies, Lausanne, siège du CIO, et Nicosie, à Chypre. D’autre part, nous étudions la possibilité que la Flamme passe par l’Inde et par la Turquie.

L’itinéraire international du Relais de la Flamme durera quelque 35 jours, puis la Flamme traversera la Grèce pendant 30 jours supplémentaires, jusqu’à la cérémonie d’ouverture des Jeux. Selon nos estimations initiales, plus de 3 500 personnes participeront à ce Relais dans le monde et 6 500 personnes en Grèce. Le coût total du Relais sera couvert par les 20 millions d’euros déjà prévus par le budget, ainsi que par des revenus provenant de parrainages ».

L’itinéraire prévu passera par les villes suivantes Sydney, Melbourne, Tokyo, Séoul, Beijing, Le Cap, Rio de Janeiro, Mexico, Los Angeles, Saint Louis, Atlanta, New York, Montréal, Londres, Amsterdam, Anvers, Paris, Barcelone, Rome, Lausanne, Munich, Berlin, Stockholm, Helsinki, Moscou et Nicosie pour arriver en Grèce.

Comme l’a souligné le Directeur du marketing, Géorgios Bolos, la Flamme Olympique restera un jour dans chaque ville. « Nous pouvons ajouter trois villes, sans alourdir notre budget. Toutes les villes devront offrir un environnement sûr, une infrastructure adéquate, des particularités culturelles, un Comité National Olympique local et des Fédérations Nationales actifs et, bien sûr, recevoir l’approbation du Comité International Olympique », a ajouté Gianna Angelopoulos-Daskalaki.

À noter que les participants au Relais de la Flamme ne pourront avoir de vêtements portant des indications commerciales. Cette exigence est valable également pour la Torche qu’ils se relaieront. La participation au Relais sera gratuite. Chaque participant pourra, s’il le désire, conserver la Torche qu’il aura portée.

Comme l’a affirmé le Directeur exécutif, Marton Simitsek « Le choix des participants relèvera de la responsabilité des Comités Nationaux Olympiques de chaque pays. Bien entendu, il sera tenu compte de certains critères, acceptés par tous et appliqués pour tous les Relais. Nous nous attacherons principalement à choisir des personnes capables de courir de 300 à 500 mètres, des personnalités diverses, des hommes et des femmes qui ont consacré une partie importante de leur vie au Sport, qui ont joué un rôle important sur le plan social, etc. »

Le Relais de la Flamme d’ATHÈNES 2004 est parrainé par un grand nombre de sociétés qui partagent l’Esprit et les Idéaux Olympiques. C’est ainsi que la société Coca-Cola a été désignée Partenaire Officiel du Programme du Relais, tandis que Samsung, Eurosport et GEFYRA SA sont les Supporteurs Officiels du programme. Le programme de partenariat du Relais de la Flamme d’ATHÈNES 2004 s’élève jusqu’à présent à un montant de 19 millions de dollars.

Faisant référence au Partenaire Officiel du Programme du Relais, la Présidente d’ATHÈNES 2004 a affirmé

« Nous attendons de notre Partenaire Officiel bien plus que sa participation financière, pourtant très importante. Nous entendons en effet bénéficier de l’expérience de Coca-Cola – partenaire du Mouvement Olympique depuis 75 ans et Partenaire Officiel du Relais de la Torche pour la quatrième fois -, mais encore de sa capacité à communiquer avec des millions d’individus de par le monde, afin de renforcer l’intérêt du public qui assistera à cet événement, tout le long de l’itinéraire de la Flamme, tant dans le monde qu’en Grèce. Grâce à l’aide précieuse de notre Partenaire et de nos Supporteurs, nous organiserons un Relais de la Flamme Olympique unique, qui portera les idées et les messages de l’Olympisme aux quatre coins du monde.

Pour mener à bien le Relais de la Flamme Olympique, ATHÈNES 2004 travaillera en étroite collaboration avec les CNO, le Ministère hellénique des Affaires Étrangères, la Fondation Internationale pour la Trêve Olympique, les autorités locales et les ambassades du monde entier.

2003 IOAPA CONFERENCE APPLICATION FORM

The eighth conference of the IOAPA will be held in Olympia from August 12th to 16th, 2003. Since housing at the Academy is limited, attendance will be conducted on a first come first served basis. Because of this we encourage you to fill out the application form and return it to IOAPA Treasurer, Paul Baldacchino as soon as possible. Each application must be accompanied by a participation fee of €50 or \$50 US, or the equivalent in your currency. If you pay by Eurocheque please issue it in your own country's currency equivalent to €50 or \$50 US to avoid charges for the IOAPA. Deadline for applications is **31 March 2003**. Flight details must be received by the IOAPA Vice President, Carlo Farrugia, by **31 May 2003**

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~~~~~ PLEASE PRINT CLEARLY ~~~~~

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TEL: \_\_\_\_\_ FAX: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

What year(s) did you attend the IOA? \_\_\_\_\_  
Have you attended an IOAPA Conference? Yes / No    If yes, when? 1989 1991 1993 1995 1997 1999 2001

Which of the following conference activities would you be willing to assist:

Sports \_\_\_\_\_ Social Evenings \_\_\_\_\_ Pool Party \_\_\_\_\_ Typing of Report \_\_\_\_\_ Dance Group \_\_\_\_\_

Web page workshop \_\_\_\_\_ Country Representative workshop \_\_\_\_\_

Would you be interested in making a presentation?

If yes, what would be your topic? \_\_\_\_\_

(A copy of your presentation is requested so we can make copies for those attending and for the report.)

Are you interested in running for a position on the IOAPA Executive Board?

If yes, for which position :

President \_\_\_\_\_, Vice President \_\_\_\_\_, Secretary \_\_\_\_\_, Treasurer \_\_\_\_\_, IOA Liaison \_\_\_\_\_,  
Newsletter Editor \_\_\_\_\_

(Those interested in elected office please supply a resume of experience so we can have this information ready for those attending. You will be able to decide to run for election once in Olympia.)

How will you be arriving in Athens? Air \_\_\_\_\_ Car \_\_\_\_\_ Train \_\_\_\_\_

(If Available) Will you: \_\_\_\_\_ Take the IOAPA bus to Olympia \_\_\_\_\_ Return on the IOAPA bus to Athens  
\_\_\_\_\_ Join us in post conference excursions

### CONFERENCE DATES: 12-16 August 2003

For membership renewal (\$30 or € 30) contact Paul Baldacchino at the above address. Please include your IOA years of attendance & current address.