

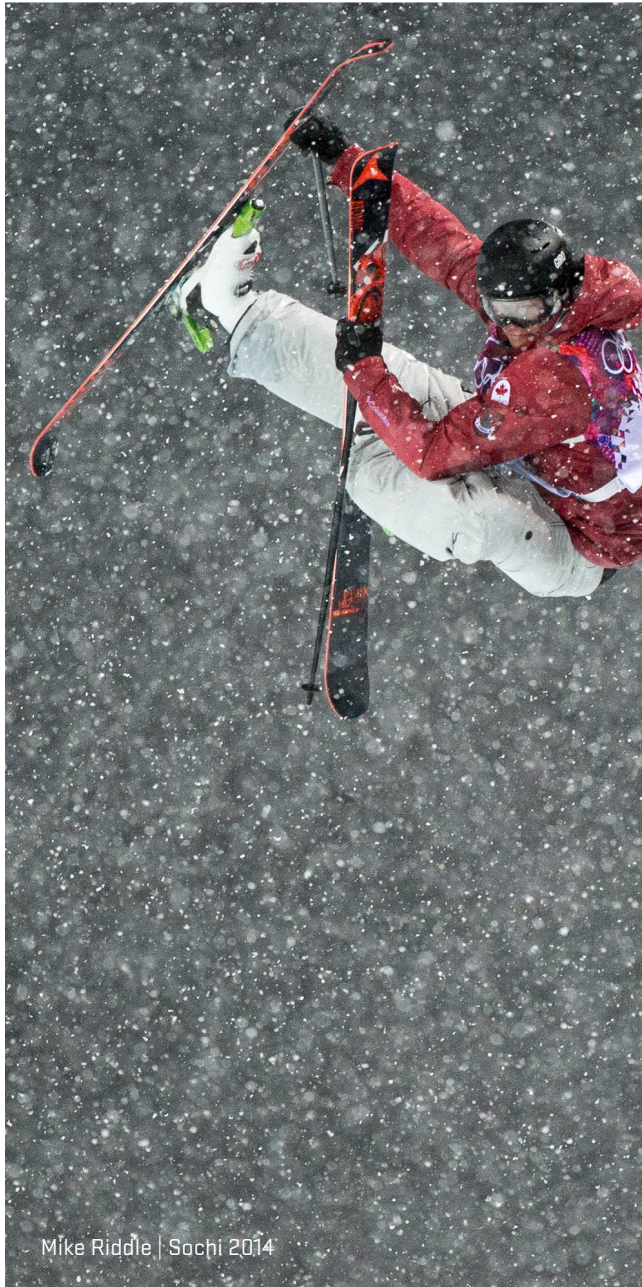


SCHOOL PROGRAM
PROGRAMME SCOLAIRE

OLYMPIC DAY — TOOLKIT —

www.olympic.ca/education





Mike Riddle | Sochi 2014

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INTRODUCTION

Olympic Day, held annually on June 23rd, is celebrated by thousands worldwide. Commemorating the birth of the Modern Olympic Games, June 23rd not only highlights Olympic Day, but calls to action the need to adopt and maintain healthy active lifestyles while living the Olympic values of:

EXCELLENCE;
FRIENDSHIP; AND
RESPECT.

From June 13th to June 23rd, communities across Canada will celebrate Olympic Day through educational and physical activity events that may vary from a trivia or art contest to an Olympic Fair. It is hoped that communities who have already planned another event on or around this date will want to incorporate Olympic Day into their pre-scheduled events or activities.

To support you in the organization of your Olympic Day and related events, the COC is providing this Olympic Day Tool Kit to enhance Olympic Day and to promote the Olympic values and healthy active lifestyles across Canada. Designed to guide you in every step of your event, it contains useful information and advice for the preparation and staging of your event. It includes the following:

- Introductory remarks by the IOC and the COC;
- A brief background of Olympic Day, which will assist you particularly in the promotion of your event;
- Ideas and material to enrich your educational and cultural workshops;
- Tips for the promotion and communication of your event; and
- Suggested modified activities promoting the Olympic sport programme.

The COC would like to invite all communities across Canada to promote Olympic Day and the Olympic values while promoting healthy, active lifestyles.

Through the celebration of Olympic Day in Canada, children, youth and their families will not only learn about the Olympic values, but will also be challenged to adopt and practice these values every day in all aspects of life.





THE OLYMPIC GAMES ARE ABOUT MORE THAN SPORT OR BUSINESS. THE OLYMPIC GAMES ARE ABOUT A WAY OF LIFE COMBINING ATHLETIC COMPETITION AND THE UNIVERSAL RESPECT FOR FUNDAMENTAL ETHICAL PRINCIPLES. OLYMPISM SEEKS TO CELEBRATE, IN A BALANCED WAY, THE BEST QUALITIES OF THE BODY, MIND AND WILL. IN SHORT, TO LIVE THE OLYMPIC LIFE IS TO COMMIT ONESELF TO BECOMING A FULLY DEVELOPED INDIVIDUAL WHO FINDS JOY AND MEANING IN THE PURSUIT OF SPORT AND IN LIFE.

SCOTT RUSSELL
CBC NETWORK SPORTS

Mark McMorris | Sochi 2014



**SCHOOL PROGRAM**
PROGRAMME SCOLAIRE

When Olympic Day was started back on June 23, 1948 to commemorate the founding of the modern Olympic Movement on the same date in 1894, it is unlikely those responsible could have imagined how it would grow into the universally popular event it is today.

Last year, more than four million people around the world took part in events designed to encourage physical activity, learn about the Olympic values and lead healthier lifestyles. Those figures are expected to rise yet again this year, with the activities offered continuing to evolve and expand.

Whether it's an Olympic Day Run, meet-and-greets with famous athletes, or Olympic-themed concerts and exhibitions, the work undertaken by our National Olympic Committees around the world continues to impress and inspire. I thank you all for your excellent work.

Your commitment to Olympic Day and the promotion of physical activity is arguably more important now than ever as sport competes for the attention of young people in a world becoming increasingly consumed with leisure pursuits that are primarily sedentary in nature.

Promoting the practice of participation in sport by men, women and children from all corners of the world and all walks of life, regardless of athletic ability, is therefore of great significance to the Olympic Movement. We need to adapt to our rapidly changing world to ensure that sport remains relevant and attractive to people of all ages, in particular young people.

This is why your efforts on Olympic Day are so important. Be creative. Be inspiring. Above all, be active!

I look forward to moving, learning and discovering along with you this 23 June.

Happy Olympic Day!

Thomas Bach
President, International Olympic Committee

**FOREWORD BY
THE PRESIDENT OF
THE INTERNATIONAL
OLYMPIC COMMITTEE
- THOMAS BACH**





BRIEF HISTORY OF OLYMPIC DAY

23 JUNE 1894

• On this date, the participants in the International Athletics Congress in Paris voted unanimously to re-establish the Olympic Games as proposed by Pierre de Coubertin. It is thus the birth date of the modern Olympic Movement.



23 JUNE 1948

• The first World Olympic Day, approved by the 42nd IOC Session in St. Moritz, Switzerland, in January 1948.

• World Olympic Day was held with a total of nine National Olympic Committees hosting ceremonies in their respective countries: Austria, Belgium, Canada, Great Britain, Greece, Portugal, Switzerland, Uruguay and Venezuela.

1978

• In the 1978 edition of the Olympic Charter, the IOC recommended for the first time that all NOCs organize an Olympic Day to promote the Olympic Movement.

• The idea of enhancing the celebration by organizing events for a whole week was added to the 1990 version of the Olympic Charter.

23 JUNE 1987

• The concept of an Olympic Day Run was launched by the IOC Sport for All Commission. It was meant by the Commission as a way of encouraging communities and NOCs to celebrate Olympic Day. The first Olympic Day Run was held over a distance of 10km, with 45 participating NOCs.





BRIEF HISTORY OF OLYMPIC DAY



23 JUNE 2008

• The celebration of Olympic Day turned 60! Over the years, it has developed into the only worldwide celebration of the Olympic Movement and has helped spread the Olympic values to every corner of the world.

MARCH 2009

• In 2009, the Run became Olympic Day, an event grouping together all the NOCs' activities on the occasion of June 23rd.

SOME KEY FACTS ABOUT THE SUCCESS OF OLYMPIC DAY 2013

- CELEBRATIONS TOOK PLACE ON FIVE CONTINENTS;
- MORE THAN FOUR MILLION PARTICIPANTS TOOK PART, MOST OF WHOM WERE UNDER THE AGE OF 24; AND
- HUNDREDS OF OLYMPIANS WERE INVITED TO SHARE THEIR EXPERIENCES WITH YOUTH AROUND THE WORLD.

WHAT THE OLYMPIC CHARTER SAYS:

Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example and respect for universal, fundamental ethical principles.

The goal of Olympism is to place sport at the service of the harmonious development of a person, with a view to promoting a peaceful society concerned with the preservation of human dignity.

The practice of sport is a human right. Every individual must have the possibility of practicing sport, without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play.





Marielle Thompson and Kelsey Serwa | Sochi 2014



THE CONCEPT

MOVE, LEARN AND DISCOVER

FROM OLYMPIC DAY RUN TO OLYMPIC DAY:

Since its inception, the Olympic Day Run has been a firm pillar of the celebration of Olympic Day throughout the world and should remain a key element at the core of the event. Thus it is fundamental to maintain this tradition wherever it is held and to make it happen in those countries where it is not currently organized.

Olympic Day is the annual, global celebration of the birth of Olympism. It encourages everyone around the world to play an active part in sport and experience the Olympic values in their communities.

On this particular day, communities and NOCs, as ambassadors of the Olympic Movement within their country, should offer participants elements to learn more about Olympism (educational aspects of the celebration) and to discover all kinds of sports (as spectators or as participants).

The Olympic Day concept therefore aims to offer communities and NOCs a new modular approach to integrate those educational and sport elements into the celebration of Olympic Day in their country.

Also, this event must immediately be recognized by all participants as being an Olympic event. It has to be an “Olympic experience” and not an additional physical activity.

Olympic Day 2013 | Ottawa, ON





#1 MOVE - THE THREE PILLARS OF OLYMPIC DAY

Maintain and Strengthen the Olympic Day Run:

The Run can be considered as the core activity of Olympic Day. It is also a manageable and cost-effective way to hold a mass participation event at the grassroots level nationwide. Therefore, it is suggested as the core element of Olympic Day.

Move beyond the Olympic Day Run:

Besides the Olympic Day Run, the general public should be encouraged to undertake some basic action to be more physically active on Olympic Day. For example:

- Walk rather than take the car;
- Take the stairs rather than the elevator; or
- Participate in other specifically-designed activity to get themselves moving.

Physical inactivity is the fourth leading risk factor for global mortality and has many implications for the prevalence of non-communicable diseases (such as diabetes, cardiovascular problems, cancers, etc.) and the general health of the population worldwide.

For more details on physical activity recommendations for different age groups by the World Health Organization (WHO), please refer to:
http://www.who.int/topics/physical_activity/en/

What is Physical Literacy?

Physical Literacy is the development of Fundamental Movement Skills (FMS) and Fundamental Sport Skills (FSS) that permit a child to move confidently and with control in a wide range of physical activity, rhythmic (dance) and sport situations. Physical Literacy also includes the ability to “read” what is going on around them in an activity setting and react appropriately to those events (Canadian Sport For Life).

Physical Literacy is a key component of Long Term Athlete Development (LTAD)



What is LTAD?

LTAD is a seven-stage training, competition, and recovery pathway guiding an individual's experience in sport and physical activity from infancy through all phases of adulthood. LTAD is athlete centered, coach driven, and administration, sport science, and sponsor supported. Sequential stages in the LTAD pathway provide developmentally appropriate programs for all ages to increase participation and optimize performance. Key to LTAD is a holistic approach that considers mental, cognitive and emotional development in addition to physical development, so each athlete develops as a complete person. Based on Canadian Sport For Life (CS4L) principles, LTAD in a sport-specific context promotes system alignment and integration between sport clubs, provincial/territorial and national sport organizations (Canadian Sport For Life).

To learn more about Physical Literacy and the Fundamental Movement Skills check out:

Canadian Sport For Life -
<http://www.canadiansportforlife.ca/>

Active For Life - <http://activeforlife.ca/>

Physical Health and Education Canada –
www.phecanada.ca/





#2 LEARN - THE THREE PILLARS OF OLYMPIC DAY

ONE OF THE BEST THINGS THAT WE CAN DO FOR OUR CHILDREN, YOUTH AND COMMUNITIES IS TO EDUCATE THEM ON THE ROLE OF SPORT IN SOCIETY AND THE OLYMPIC VALUES.

Olympic Day also offers a special framework to implement Olympic values-based activities. By placing Olympism at the heart of Olympic Day, communities and NOCs can offer a programme of interest to educators, club leaders, children and adolescents.

Consider the following suggestions to guide your activities, focusing on learning:

Discuss Olympic-related themes, for example:

Vancouver 2010, the Olympic Games and sustainable development

The Olympic Games provide a dynamic case study on environment, economy and society. Additionally, these Games provide a good lens through which to understand the importance of sustainable development, as well as an opportunity to stimulate young people's interest in the subject.

London 2012, Integration

How sport and Olympism offer opportunities for different communities to work together and experience common activities.

Sochi 2014, Sportsmanship

Along with healthy competition and the pursuit of excellence, every Olympic Games highlights the presence and importance of sportsmanship even at the highest level of competition.

Values of sport and the Olympic Games

How Olympic values are transmitted through the practice of sport and why sport is a "school of life."

Other Ready-made Educational Resources:

Go to olympic.ca/education to check out the new resources developed specifically for Olympic Day: Host your own Mini-Olympic Games, Torch Relay and Trivia. The activities suggested are varied and include: cooperative games, arts and crafts activities and trivia questions to test your knowledge of the Olympic movement.





#2 LEARN - THE THREE PILLARS OF OLYMPIC DAY

Sport Makes a Difference

Olympic Day is a great opportunity to reflect on the contribution of sport to global social issues affecting your community such as education, health promotion and active living, HIV prevention, women and girls' empowerment, sustainable development and environmental protection, peace building and local community development. Being a responsible citizen is also part of the philosophy of Olympism.

a) Young people

Example:

Nanjing 2014 as an inspirational and aspirational event for young athletes.

b) The Culture and Education Programme

Examples:

Doping prevention among athletes under 18

Science, technology and sport
(advantages, dangers, limits)

Nutrition (Impact of food on overall health,
good eating habits)

Athlete qualities (athlete's career, role models
and ambassadors)

Traditional sports (characteristics, values)

Power of sport to create peace and
strengthen communities

Empowering girls and women through sport

Fighting HIV and AIDS – how sport can help
prevention and fight against discrimination

Fitness and activity – a healthy lifestyle through
sport and physical activity

Youth integration through sport – fighting the
scourge of violence and drugs

The suggested themes allow you to emphasize the
Olympic values and principles.

You will find below the definition of the Olympic
values and fundamental Olympic Principles which can
inspire you while putting in place your educational
activities.

*Check out the following Canadian Olympic School
Program resources to enhance your learning!*

<http://olympic.ca/resources/give-your-everything-get-active/>

<http://olympic.ca/resources/be-a-champion-for-life-fostering-positive-body-image/>



Tessa Virtue and Scott Moir
Sochi 2014





#2 LEARN - THE THREE PILLARS OF OLYMPIC DAY

OLYMPIC VALUES

Striving for Excellence: When we strive for excellence, we focus on giving our best in everything we do, whether we are on the field of play or in the professional arena. More than just about winning, it is about participating, making progress towards personal goals, striving to be and to do our best in our daily lives and benefiting from the healthy combination of a strong body, mind and will.

Celebrating Friendship: Celebrating our friendships encourages us to consider sport as a tool for developing mutual understanding among individuals and people from all over the world. The Olympic Games inspire humanity to overcome political, economic, gender, racial and religious differences and forge friendships regardless of those differences.

Demonstrating Respect: Demonstrating respect includes respect for oneself, for one's body, for others, for the rules and regulations, and for sport and the environment. Related to sport, respect stands for fair play and for the fight against doping and other unethical behaviour.

WORKING PRINCIPLES OF THE OLYMPIC MOVEMENT

Universality: By its broadest and most inclusive definition, the universality of sport means that all sport, at all levels, should be accessible to everyone, whatever the nature of their involvement. Every man, woman and child should have the individual and collective opportunity to enjoy sport. The practice and enjoyment of sport should be open to everyone, regardless of race, culture, nationality, ethnicity, gender, sexual orientation or religion, with full access to the manifold benefits and opportunities which sport provides.

Solidarity: The aim of Olympic solidarity is to organize assistance between NOCs, in particular providing assistance to those which have the greatest need for it.

Collaboration: The Olympic Movement is the concerted, organized, universal and permanent action, carried out under the supreme authority of the IOC, of all individuals and entities, who are inspired by the values of Olympism. It covers the five continents.

Social responsibility: Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility, and respect for universal fundamental ethical principles.

Alliance between sport, education and culture: The Olympic Movement is committed to promoting the spirit of Olympism, which emerges at the convergence of sport, culture and education.

Check out the following Canadian Olympic School Program resources to enhance your learning!

<http://olympic.ca/resources/give-your-everything-be-a-champion-for-life/>

<http://olympic.ca/resources/be-a-champion-for-life-celebrating-daily-highlights/>





#2 LEARN - THE THREE PILLARS OF OLYMPIC DAY

HOW TO PLAN EDUCATIONAL ACTIVITIES

Identify Target Groups

Who are we trying to engage?

- Activities for youngsters (announce the ages)
- Activities for educators, coaches and club leaders

Formulate Learning Objectives

What message are we trying to share? What are the ambitions of the activities offered?

Examples

- For youth: Aim to raise participants' awareness of suggested themes; and
- For educators/club leaders/coaches: Aim to draw their attention to the significant potential links between Olympism and their set curriculum or program objectives; to encourage action over the long-term; and to encourage them to share the overall message of Olympism.



Identify the Right Tools

How can you convey the identified messages? What can the participants be asked to do? The information may be transmitted through:

• **Discussions / meetings (athletes / personalities) with a moderator:** Without being an athlete, the participants can consider sport as a career. Climb into the skin of sports career such as journalist, photographer, film-maker, coach, dietician, physiotherapist and others. Speak with the various representatives of these careers and discover their activities.

• **Visit of an exhibition:** Touring a sport or Olympic-themed exhibit accompanied by a curator or educational manager from the museum is a wonderful way to gain new knowledge.

• **Different kinds of games:** Conducting an Olympic quiz or other fun activities are simple ways to improve one's knowledge on Olympism and sport.

• **Workshops and hands-on activities for young people:**

Create: Art / design (inspired by Olympic heritage items, such as torches, posters, pictograms, mascots or medals).

Artists / designers are invited and may conduct the workshops.

Analyze: It may be of interest to let the participants study sporting images taken from Olympic archives

(photos / films). This is both a way of grasping the excitement of the Olympic adventure, as well as understanding its wealth, diversity and involvement in history. Check out Olympic.ca for athlete profiles.

Experiment: In a specific environment, participants can experience the different dimensions of sport. For example, sport in the AncientGames: how they were practiced. This could include study the evolution of equipment with interactive units to understand the impact on performance, such as examining pole vault evolution from bamboo to glass fiber.

• **Workshops and talks for teachers, coaches and club leaders:** Workshops are opportunities for teachers, coaches and club leaders to get informed, gather material (bibliography, filmography, web sites, manuals, etc.), and to familiarise themselves with a theme and methodology. This training will help to enrich the information-sharing and activity-planning that they will in turn conduct for young people.

• Ensure that the tools put in place are properly adapted to the target audience. Consider relevance of language used, messages conveyed, support material provided; quality of activity leaders (experience, command of content); and overall user-friendliness.





#3 DISCOVER - THE THREE PILLARS OF OLYMPIC DAY

Organize sporting activities/announcements:

Schedule championships at the provincial/local level.
Announce the selection of athletes competing at the Youth Olympic Games.

Invite local athletes and Olympians for a demonstration of their sport or a workshop where participants can practice the sport under the Olympians' guidance.

Work with local sport clubs and their members to organize sport-specific showcases and allow the general public to practice it under the club's expert guidance.

Practice:

Highlight that this is an occasion to try out new sports, to take the opportunity to discover never-before-attempted sport, to learn about a revolutionary sport (presentation of a high-tech sport, for example), or even discover a traditional sport.

Olympic Day must be an opportunity for the participants to benefit from the experience of supervisors, meet high-level athletes, even active or retired Olympic champions, and to hear their stories and ask questions.

Transfer of Knowledge

Based on its experience of organizing Olympic Week for many years, the Olympic Museum in Lausanne, Switzerland, has significant expertise on offering sports try-outs together with cultural and educational events, and managing a large number of young people. <http://www.olympic.org/museum>



Olympians at Olympic Day 2012
Ottawa, ON



Arjan Buhllar | Olympic Day 2013
Richmond, BC





Megan Gibbs and Mike Scholz | Olympic Day 2013
Richmond, BC



OLYMPIC DAY

ORGANIZATION OF THE EVENT

DATES In order to mark Olympic Day, promote its universal character and encourage worldwide participation, the event and its related activities should take place on June 23rd or during the week preceding or following this date.

In the exceptional case that your community, school or club must hold Olympic Day on a different date, try to host an event within days of June 23rd.

VENUES The IOC strongly encourages communities, schools, clubs and NOCs to organize Olympic Day events in a way that reaches the greatest possible number of people. Therefore, depending on the total resources, the celebration can be held in various locations, regions and provinces across the country.

SAFETY, MEDICAL ASSISTANCE AND FIRST AID The health and well-being of participants in the event must be the top priority and it is the responsibility of the communities, schools, clubs and NOC to ensure all necessary precautionary measures are in place. Organizing a community event often requires adherence to safety and security regulations, including the potential closing of streets and neighbourhoods, and the presence of trained first aid staff.

Governments, town councils and police forces might be of great help with your event coordination. In addition, Non-Government Organizations and other local associations typically have the human and technical resources available to provide this kind of service. You are encouraged to collaborate actively with these organizations as these occasions also provide value-added with their participation, including increased awareness around the themes of sport and health thanks to information sessions, and the opportunity to attract volunteers on a long-term basis.

DIPLOMAS Participants' certificates are available to download in French and in English on olympic.ca/education.





Olympic Day 2013 | Ottawa, ON

olympic.ca



OLYMPIC DAY

PROMOTION OF THE EVENT

THE IOC AND THE COC INVITE YOU TO COMMUNICATE PROACTIVELY ABOUT OLYMPIC DAY AND TO PROMOTE THIS EVENT IN THE BEST-POSSIBLE WAY TO ENSURE THE HIGHEST-POSSIBLE PARTICIPATION FROM WITHIN YOUR COMMUNITY.

This Olympic Toolkit contains significant and relevant content (including details of its history, facts and figures, the general context of the event and suggested mini-Olympics activities) which can support you in your communications and promotional activities such as: devising your own press kit, writing press releases, and designing brochures, to name only a few possibilities. Of course, integrating information about your local events is crucial in order to address your own school or community's needs so be sure to provide as much local information as well.

THREE IMPORTANT PHASES

It is advisable to structure your promotional activities into the following three phases:

BEFORE: Getting the word out well in advance of the event: Beginning early to inform community members that you will be holding the event, as well as doing it often, are the best ways to ensure full and enthusiastic participation on the day. Use every means at your disposal to invite people to participate in Olympic Day. Typical ways of promoting the event include displaying posters and distributing brochures in regularly frequented locations such as schools, sports clubs, grocery stores and shopping centres. Contact local media outlets such as community newspapers and radio stations to help you get the word out. Also consider submitting notifications to newsletters, on websites of other partners, as well as any other appropriate media channels.

DURING: Sharing the day's excitement with the widest-possible audience: Ensuring that there is as much coverage of the event as possible throughout the day will help to spread the message of Olympic Day and the Olympic values beyond those who actually attended. Consider arranging for local radio/TV/press interviews with participants; inviting local TV stations to film highlights of the activities; arranging interviews between the print press and official spokespeople to convey the Olympic Day message; and letting youngsters report about their Olympic Day experience in social media.





PROMOTION OF THE EVENT

DURING: Communication post-event: Engaging in follow-up communication will also help you to reach out to people who have not participated this year but may want to next year. It will also give you the opportunity to report about the success of this year's edition, drumming up excitement for next year's event. Consider submitting contributions to youth/women's/sports newsletters, bulletins and magazines with images from past Olympic Days; and getting audio/video statements from this year's participants which you can promote on different platforms such as your web site and youth online platforms.



DEPENDING ON YOUR RESOURCES AND AVAILABILITY, YOU MAY CHOOSE FROM A VARIETY OF COMMUNICATIONS CHANNELS TO PUSH THE MESSAGES ON YOUR EVENT(S) AND REACH OUT TO DIFFERENT AUDIENCES, FOR INSTANCE:

1. DIRECT MEDIA ENGAGEMENT:

- Target audience: general public.
- Examples for action: inviting local journalists or pushing content to local newspaper journalists or radio and TV stations; arranging interviews with local athletes, sport representatives, politicians and even participants who endorse Olympic Day.

2. INTERNET:

- Target audience: Olympic and Sports Movement; general public.
- Examples for action: publicising your activities on your web site and on the web sites of other partners who promote the event; putting up an Olympic Day quiz; featuring the experiences of past Olympic Day participants.





PROMOTION OF THE EVENT

3. SOCIAL MEDIA:

- Target audience: general public with a strong focus on young people.
- Examples for action: push messages and content on Olympic Day on Facebook and Twitter; use local athletes/ambassadors and other peers to engage young people via yours and their Facebook and Twitter accounts; post pictures of 2013 and 2014 Olympic Day on Flickr; launch photo competitions with best pictures from Olympic Day participants on Flickr.

SHARE ➔



The participation of well-known, successful and high-profile officials is important to raise the awareness of Olympic Day in your community. In order to reach out to young people, the IOC recommends addressing them through athletes, involving former or current participants in the Youth Olympic Games or the Olympic Games and by using social media channels (Facebook, Twitter, etc.).

Please share good quality film and photo material of your activities, as well as content about the Olympic Day with the COC as soon as possible after the event cosp@olympic.ca. In addition to your own promotional activities, this will enable us to maximize the communications impact by spreading your content through various official COC channels.

If you have any questions regarding partnerships, please contact branduse@olympic.ca.

4. PRINT PUBLICATIONS:

- Target audience: Olympic and Sports Movement; general public.
- Examples for action: produce brochures and posters to spread awareness of Olympic Day activities in your communities; alert the Olympic Family through newsletters.

OLYMPIC DAY
IS A PERFECT
VEHICLE FOR
PROMOTING THE
OLYMPIC VALUES
AND OLYMPISM
IN ALL PARTS OF
THE WORLD.





Denny Morrison | Sochi 2014



2014 OLYMPIC DAY

THANK YOU



The IOC and the COC would like to take this opportunity to sincerely thank you for celebrating Olympic Day within your school or community. Your organizing committee plays a critical role in creating awareness about Olympism and the Olympic Movement in Canada. Together, we can create a readiness for Canadians to adopt and maintain healthy active lifestyles.

