



# OLYMPIC DAY 2011

## 2011 OLYMPIC DAY CASE STUDIES

The USOC's mission is to support U.S. Olympic and Paralympic athletes in achieving sustained competitive excellence and preserve the Olympic ideals, and thereby inspire all Americans. As part of Olympic Day 2011, more than 315 Olympians, Paralympians and Hopefuls joined community-based organizations across the U.S. to promote Olympism in their communities. There was participation from over 250 Multi-Sport Organizations (MSOs), up approximately 20% from 2010, including 115 events hosted by the National Recreation and Parks Association, 46 events hosted by the United States Air Force, 44 events hosted by the Boys & Girls Clubs of America, and 21 events hosted by the YMCA. In addition to the MSOs, we had events hosted by National Governing Bodies, Community Olympic Development Programs, Paralympic Sport Clubs and official Olympic Training Sites.

Olympic Day events varied in scope, from summer camp field days to Olympic-themed presentations and community races. There were small events with 30 participants and large events with 10,000 participants, totaling approximately 100,000 total participants across the United States. Olympic Day exemplified the notion that by working together we can engage the nation in the promotion of Olympic sport and values to reach Americans of all ages.

Olympian Jason Pyrah shares his Olympic Day experience:

"Going to the Boys and Girls Club, in Joplin, MO, was a great experience. I was in Joplin about two weeks prior to the Olympic Day event volunteering with the tornado cleanup process. I have always been willing to help when the Olympic Day celebrations are announced, but Joplin has a special place in my heart as these were essentially my neighbors who were in need and the children of the Boys and Girls Club were all affected in some way from the tornado. We talked about some of the challenges that they were facing and it was fun for me to bring some much needed excitement and a brighter outlook of celebrating sport and the spirit of the Olympic movement to the lives of these children that had been surrounded by so much chaos and disarray."

- Jason Pyrah, 1996 & 2000 Olympian, Track & Field

The following are examples of Olympic Day events to help athletes and organizations prepare for a 2012 Olympic Day celebration in their community:

### OLYMPIANS INITIATING THE COORDINATION OF AN OLYMPIC DAY EVENT IN THEIR COMMUNITY



#### **BOZEMAN, MT**

Olympian Dawn Allinger Lewis (Team Handball, 1996) and two local team handball athletes visited Summer Camp at the Y at the Gallatin Valley YMCA in Bozeman, MT, in honor of Olympic Day. Dawn introduced the children to the sport of team handball and spoke to them about her Olympic experience.



### CARSON, CA

Connie Paraskevin, an Olympian in cycling ('88, '92 & '96) and speed skating ('84), held an Olympic Day event at The Home Depot Center in Carson, CA, for the third year in a row. She invited fellow Olympians Mark Crear (Athletics, '96 & '00), Rusty Smith (Speed skating, '98, '02 & '06) and Michael Blatchford (Cycling, '08) to help introduce youth to Olympic sports. The Olympians split up and ran five stations at which they each taught the children a different Olympic sport.

## OFFICIAL OLYMPIC TRAINING SITE OLYMPIC DAY EVENTS



### CHICAGO, IL

Bill Scherr, an Olympian in wrestling ('88) and President of the World Sport Chicago Board, organized an Olympic Day event that included an exhibition beach volleyball game between Olympians/Paralympians and Social Club members, as well as a formal dinner after the game. There were 22 Olympians and two Paralympians present at the event to help celebrate Olympic Day.



### PRINCETON JUNCTION, NJ

The Princeton National Rowing Association held an Olympic Day event in conjunction with the Freedom Festival at the Caspersen Training Center in New Jersey. Members of the national rowing team were at the event to speak to the audience about their experiences training for the Olympics and to sign autographs. The event turned out to be a big success with over 2000 attendees.

## LARGE OLYMPIC DAY CELEBRATION



### NEWARK, DE

On June 23rd the Delaware Sports Commission had 15 swimmers from the Delaware Bluefish Swim Club go to Dover to meet with Governor Markell who presented the Olympic Day proclamation for the state of Delaware. The following Saturday 22 SSL teams held Olympic Day events at 11 meets across town. At each meet a speech was given about Olympic Day and the four Olympic ideals and one swimmer from each team swam an opening lap together. First State BMX also delivered a speech and rode a parade lap around the track together in honor of Olympic Day.

## NATIONAL GOVERNING BODY CELEBRATIONS



### COLORADO SPRINGS, CO

USA Rugby, along with five other sports, held a free two-hour sport clinic at Memorial Park. USA Rugby split the 80 participants up into different age groups and taught them all the basic skills of rugby. After being introduced to the basic skills, they spent the remainder of the clinic scrimmaging and getting real game experience. The youth had a great time and were able to walk away with more knowledge about the up-and-coming sport of rugby.



### BRIDGEWATER, NJ

The Sommerville Martial Arts Academy, a USA Taekwondo club, offered free taekwondo classes to the youth in hopes of teaching the participants about a less-familiar Olympic sport. After the free class, the youth were invited to challenge one another in competitive fun and continue getting in the Olympic spirit.



### EUGENE, OR

USA Track & Field's Win with Integrity program partnered with the city of Eugene and the JS & Associates Youth Foundation to present an Olympic Day Win with Integrity event. More than 200 youth participated in the event that was held behind the west grandstand at Hayward Field on the University of Oregon campus. Afterwards, the youth were invited to spend the day watching the USA Outdoor Track & Field Championships.

## OLYMPIC DAY EVENTS HOSTED BY A MULTI-SPORT ORGANIZATION



### BLAINE, MN

The Star of the North State Games held an Olympic Day event during the opening weekend. Approximately 3500 athletes from across Minnesota attended the Games and participated in various sporting events. Guest speakers at the event included Paralympian Aaron Cross (Archery, '04), Olympian Gigi Marvin (Women's Ice Hockey, '10) and Olympic Hopeful Anne Schleper (Women's Ice Hockey, '14).



### **TULLAHOMA, TN**

Arnold Air Force Base celebrated Olympic Day throughout the week with their Camp Adventure children. Each day they participated in different Olympic-themed activities, including an Opening and Closing Ceremony, reciting of the Olympic motto, making their own Olympic medal and more.



### **BARABOO, WI**

The Boys & Girls Club of West-Central Wisconsin celebrated Olympic Day by having a fun-filled day of Olympic-themed events at the Devil's Lake State Park. The day started with various sport events including tug-o-war and relays, and ended with guest athlete appearances by Olympians Debbie McCormick (Curling, '98, '02 & '10) and Tracy Sachtjen (Curling, '10).

## **OLYMPIC DAY EVENT IN A FOREIGN COUNTRY**



### **RAMSTEIN AIR FORCE BASE, GERMANY**

Ramstein Air Force Base, located near the town of Ramstein, Germany, celebrated Olympic Day with over 200 families and youth at a local soccer field. Each child received a participant card the morning of the event and was tasked to complete 8 sport stations in order to win a medal. The day also included a BBQ lunch and other fun activities such as face painting, balloon toss, bounce house and more.

## **NATIONAL RECREATION & PARKS ASSOCIATION OLYMPIC DAY EVENTS**



### **HINGHAM, MA**

Boston Harbors Island held their Olympic Day event in conjunction with the Let's Move Outside! Family Fun Run, the first road race on Spectacle Island where youth of all ages and families will race together on the trails overlooking the Boston Harbor. Massachusetts Governor Patrick and Hingham Mayor Menino were both in attendance at the event. Olympian Jeff Duback (Soccer, '88) was also in attendance at the event to lead the run and speak to everyone about his Olympic experience.



### SPRINGFIELD, MO

The Springfield-Greene Country Park Board invited their seven summer day camp sites to join together at Chesterfield Park for a field day in honor of Olympic Day. Over 500 campers participated in various games throughout the day, such as relay races, tug of war, etc. Olympian Jason Pyrah joined the youth for lunch and shared with them what it takes to be an Olympic athlete and what great experiences he had at the 1996 and 2000 Olympic Games. He also stayed for the remainder of the day to participate in the afternoon activities with all of the campers.



### CASPER, WY

The Casper Recreation and Family Aquatic Center held a large event with participants including members from all of their community programs. Their day began with Mayor Paul Bertoglio proclaiming the day Olympic Day followed by a speech from Olympic Biathlete Rob Rosser about perseverance, overcoming challenges and putting forth effort. Participants were then divided into teams and competed in a variety of Olympic-themed activities the rest of the day.

## COMBINING OLYMPIC DAY WITH A LARGER EVENT



### HOUSTON, TX

National Senior Games partnered with the Boys and Girls Club YET center, the Harris County Sports Commission, Atos Origin, NA and a local senior center to host Olympic Day at the YET center. Olympians and Paralympians were invited to speak about their Olympic/Paralympic experiences and about the importance of exercise. Following the speeches, the Olympians and Paralympians challenged the kids and seniors to play different sport activities against them.

## U.S. OLYMPIC TRAINING CENTER CELEBRATIONS



### CHULA VISTA, CA

Olympic Day at the Chula Vista Olympic Training Center was attended by 200 participants, including athletes and youth from area schools and the South Bay Family YMCA. Following speeches from Olympic Training Center Director Tracy Lamb, Mayor Cheryl Cox, YMCA Executive Director Tina Williams and Olympic rower David Banks, the kids were able to spend time practicing track & field events and playing soccer and beach volleyball. A highlight for many of the kids was when OTC resident athlete and rower Marcus McElhenney shared his bronze medal from the 2008 Olympic Games with the children.



### **COLORADO SPRINGS, CO**

The U.S. Olympic Committee (USOC) partnered with the City of Colorado Springs to hold various sport clinics for youth of all ages, including badminton, basketball, golf, rugby, soccer, swimming and volleyball. Following the clinics, the USOC held their annual Community Celebration Day where families were invited to tour the Olympic Training Center, participate in Olympic and Paralympic activities, and view various sport demonstrations by Olympians, Paralympians and resident athletes.



### **LAKE PLACID, NY**

The Lake Placid Olympic Training Center opened their doors on June 25<sup>th</sup>, inviting 300 local youth and families to come demo various sports, including speed skating, biathlon shooting, luge on ice, bobsled/skeleton, and rhythmic gymnastics. The sport demos were all taught by Olympians and hopefuls. Participants even had the chance to see 2014 Sochi hopeful freestyle skiers demonstrate their sport on trampolines.



# **OLYMPIC DAY**



Don't forget the 2012 Olympic Games in London begin one month after Olympic Day, so start planning now and tie your Olympic Day promotion to the 2012 Olympic Games Opening Ceremony and events!