

## Typical 2009 Olympic Day Community Olympic Day Activity Agenda

### Three Weeks Prior

- Complete News Release template as appropriate and send to local media outlets
- Finalize logistics with local organizers and the U.S. Olympic Committee

### Day or Two Before

- Send reminder news release, adapting template as appropriate
- Finalize logistics/times with local organizers and athlete speaker

### Day of Event

- 0:30 Athlete arrives in advance, meets with local organizers, A/V equipment tested
- 0:00 Olympic Day kicks off with welcome from Mayor or community leader
- 0:03 Mayor or community leader introduces Olympian/Paralympian presenter
- 0:05 Athlete begins presentations about his/her personal experience and one of the Olympic values (Fairplay, Perseverance, Respect, Sportsmanship).
- 0:35 Athlete speaks about the excitement of bringing the Olympic Games back to the United States and shows video about the Chicago's bid for the 2016 Games.
- 0:40 Athlete answers questions from the audience
- 0:55 Mayor or community leader wraps up questions and thanks athlete for their presentation, then announces Olympic Day Mayoral Proclamation, ending with a statement supporting Chicago 2016's bid and inviting crowd to gather for a photo opportunity to celebrate Olympic Day.
- 0:60 Photo(s) and video(s) taken of Olympic Day crowd/participants, guest athlete, Mayor and community leaders while holding the Chicago 2016 and United States Olympic Committee Flags.
- 0:65 Olympic Day Event ends, athlete signs autographs, poses for pictures as requested, etc

### Evening of Event/Day After the event

- Post your Olympic Day photos, videos and summary of the event on the TeamUSA website or e-mail them to [OlympicDay@usoc.org](mailto:OlympicDay@usoc.org). **Deadline June 25, 2009.**