



Chula Vista, California – U.S. Olympic Training Center



Chula Vista, California – U.S. Olympic Training Center – A partnership between the Olympic Training Center, South Bay Family YMCA and the City of Chula Vista brought together 125 kids for Olympic Day. It was a day of inspiration, athletic movement and discovery!



OLYMPIC DAY 2010



Fort Myers, Florida – Art of the Olympians

OLYMPIC DAY TESTIMONIALS

“Olympic Day is a powerful outreach tool for the USOC to work with so many of our constituent groups - athletes, community partners, Multi-Sport Organizations, National Governing Bodies, and U.S. Olympic Training sites around the country. Olympic Day celebrations provide a great vehicle to inspire young people and Americans alike. We are grateful to all the members of the Olympic Family for their support, and we look forward to the continued growth of this program.”

– Scott Blackmun, Chief Executive Officer, U.S. Olympic Committee

“The Olympic Spirit of Perseverance, Fair Play, Sportsmanship and Respect are qualities that our young people need to be reminded of and encouraged to be the best while striving to higher standards. The Olympic values of Excellence, Friendship and Respect are values that are timeless and can be used in everyday life.”

– Andrea Nix, Camp Butler Marine Youth Activities, Okinawa, Japan

“Boys & Girls Clubs of America empower youth to make healthy and active choices – for life. We are proud to stand and support the USOC and Olympic Day as the values of excellence, friendship, respect, fair play and unity reflect our own. Olympic Day provides young people with an opportunity to participate, be connected and to dream about success in life. We look forward to working with the USOC to build on our current successes.”

– Wayne B. Moss, Senior Director, Sports, Fitness & Recreation

“Thank you for introducing Olympic Day to the Dallas YMCAs! The Cross Timbers YMCA hosted two Olympians, Ken Merten and Joan Hansen. Both were excellent speakers, and great with the 100+ kids. Joan stayed and talked with kids getting ready to compete, gave them pointers and a pep talk. The way she speaks to these kids is amazing! They feel like they are the only ones in the world!”

– Casey Klein, VP of Operations, YMCA of Metropolitan Dallas

“Part of our job as athletes and members of USAV is to promote our sport and give back. A lot of these kids are fans of volleyball, but have no tangible exposure to it. By reaching into communities, especially those served by Boys & Girls Clubs and YMCAs, it is extremely rewarding. Seeing kids get excited about volleyball for the first time is unbelievable.”

– Gabe Gardner, Volleyball, 2004 & 2008 (Sacramento Area YMCAs and Carmichael Parks & Recreation)



Colorado Springs, Colorado – U.S. Olympic Training Center

HOW TO GET INVOLVED:

For more information regarding Olympic Day or to register for 2011 Olympic Day, please:

- Visit the USOC Olympic Day website and registration site at www.teamusa.org/olympicday
- Contact Keith Bryant of the USOC at 719.866.2238 or via email at: Keith.Bryant@usoc.org



Orland Park, Illinois – Paralympian and Retired Army First Lieutenant, Melissa Stockwell (Swimming, 2008) spoke at the Village of Orland Park's Olympic Day celebration.



Port Charlotte, Florida – Horizon Gymnastics & Dance Academy, Inc. – Young gymnasts posed with their Olympic Day Certificates of participation and medals with Olympian Sara Hildebrand (Diving, 2000 & 2004).



Newark, Delaware – More than 600 youth swimmers participated in Olympic Day themed swim meets in the Newark area

2010 OLYMPIC DAY IN U.S. MOST SUCCESSFUL EVER!

U.S. Olympic Day celebrations of national magnitude occurred for the first time in 2009 thanks to the support of Chicago 2016 and the U.S. Conference of Mayors, in conjunction with the U.S. Olympic Committee. In 2010, the U.S. Olympic Family rose to the challenge of surpassing the success of 2009 through increased participation among the Athletes' Advisory Council (AAC), Multi-Sport Organizations (MSO), National Governing Bodies (NGBs), U.S. Olympians Association (USOA), U.S. Paralympics (USP) and more.

2010 proved to be a banner year for Olympic Day with 330 events held in 220 cities across the United States. From June 19-27, community-based organizations joined 375 Olympians, Paralympians, hopefuls and coaches to promote Olympism in their communities. Participation among the U.S. Olympic Family saw notable growth: MSO participation increased 184% and overall athlete participation increased 79% from 2009 to 2010. In total, a record 26 NGBs participated. Olympic Day events varied from Olympic values-

based presentations to summer camp activities, State Games and even an international rocket launch competition. Also, Olympic Day physical activities introducing youth to Olympic and Paralympic sport increased by 217% from last year to this year.

Olympic Day is becoming a great springboard for Olympic and Paralympic grassroots athlete development. All constituencies within the U.S. Olympic Family work in tandem to spread the message of Olympism and plant seeds among youth about entering the athlete pipeline and pursuing their Olympic and Paralympic dreams.

In preparation for 2011, more than 100 organizations have already pledged to participate. Thanks to the support of all participating organizations, Olympic Day is on the verge of appearing in every community across America within the next several years while continuing to expand partnerships among the U.S. Olympic Family.



Mesa, Arizona – A young fan gazes at Misty Hyman's (Swimming, 2000) gold medal while his friends look at Misty in awe.



Carson, California – Three-time Olympian Rusty Smith (Speedskating, 1998, 2002 & 2006) led a speedskating demonstration during Olympic Day in Carson, California. Seventeen members of the Southern California U.S. Olympians Association Chapter participated in the free event.

BY THE NUMBERS

220 Cities

330 Events

375 Olympians, Paralympians, Coaches & Hopefuls

90,000+ Participants

205 Million Media Impressions

