

OPC-DPS 23 TOOLKIT: ADDENDUM B

SAMPLE – HOST CITY PRESS RELEASE/MEDIA ALERT



**“What is Olympic, is universal.”
“Olympism is a destroyer of dividing
walls. It calls for air and light for all.”
- Pierre de Coubertin**



FOR IMMEDIATE RELEASE

Media Contact:

[Name _____]

[Contact Information _____]

[CITY _____] to participate in global ‘Olympic and Paralympics Cities Day of Peace & Solidarity 2023’ activities.

Host Olympic cities from around the world to celebrate ‘Olympic Day’, re-light Olympic flame, proclaim ‘Olympic/Paralympic Spirit’.

[Date: ____ before and up to June 23, 2023]: [City _____], – The spirit of the international Olympic and Paralympic Movements is alive and well in [City _____] as we join other past and future Olympic and Paralympic Games host cities worldwide in the inaugural celebration of **Olympic and Paralympics Cities Day of Peace and Solidarity 2023 (‘OPC-DPS 23’)**. Developed to coincide with and amplify ‘Olympic Day’ celebrations, OPC-DPS 23 will feature two powerful symbolic gestures: 1) the re-lighting of our host city Olympic flame, and 2) the re-affirming of our commitment to the values and ideals of the Games and movements.

Created in the aftermath of World War II, Olympic Day commemorates the anniversary of the founding of the modern Olympic movement in 1894, when the Congress of Paris approved Pierre de Coubertin’s proposal to relaunch the Games and engage nations on friendly playing fields versus antagonistic battlefields. Led by Olympic and Paralympic athletes, National Olympic Committees (NOCs) and other enthusiasts of the Games, Olympic Day is celebrated annually around the world on or around June 23. Olympic Day promotes fitness, well-being, and culture and education along with the principles of ‘Olympic/Paralympic Spirit’ enshrined in the Olympic and Paralympic values – **‘Inspiration, Excellence, Courage, Respect, Determination Friendship, Equality’** – and ideals – **“to educate youth through sport to contribute to building a better and more peaceful world”**. See <https://olympics.com/ioc/olympic-day>

OPC-DPS 23 is a day for our city and planet to come together and re-new our commitment to such principles. As the host city of the **[Games # or Year _____]**, **[City _____]** promoted ‘Olympic/Paralympic Spirit’ by opening our homes, sites, and nation to the global Olympic and Paralympic family, and demonstrating the power of people from different regions and walks of life coming together to share a common humanity. As caretakers of sacred Olympic, Paralympic, and Youth Olympic Games sites, host cities live on in the hearts and minds of the world as stewards of Olympic/Paralympic Spirit.

The **OPC-DPS 23** signature event will be the symbolic (re-) lighting of the flame of and (re-) proclaiming of the ‘Olympic/Paralympic Spirit’ tenets. **[Mayor _____]** and local dignitaries including Olympians and Paralympians will read aloud the official City Proclamation declaring Saturday June 24, 2023, as **Olympic and Paralympics Cities Day of Peace & Solidarity 2023 in [City _____]**. Events will kick off at **[Date and time _____]** at **[Location of event/rally _____]**. The event is sponsored by our City and **[local sponsors if applicable _____]**. For more information, please contact **[local project coordinator _____]** at **[Contact Numbers _____]**.

[Local athlete quote/Name _____] explains, “It is great to have a unified, coordinated world-wide celebration of these Games which we all love and the values they uphold – friendship, fair play, honoring your competition, and peace.”

[Mayor or local project coordinator/Name and /Title _____] adds, “Olympians, Paralympians, and host cities come in all shapes and all sizes – but each has a dream, creates a goal, works hard, is persistent and never gives up. On Olympic Day, our City is proud to stand with athletes around the world to re-affirm our commitment to ‘Olympic/Paralympic Spirit’.

Thank you.

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