



#Olympic Paralympic Values Matter

www.OlympicParalympicValuesMatter.org

Athletes lend voice to global discussion of Olympic & Paralympic values during Beijing Games.

Effort calls on global Olympic & Paralympic family to re-affirm purpose of the Games and their values and ideals.

FOR IMMEDIATE RELEASE: Berkeley, CA, USA February 3, 2022 – On the eve of the 2022 Beijing Winter Olympic (February 4-20) and Paralympic Games (March 4-13), athletes from around the world are asking to be heard and help shape the global discussion surrounding Olympic & Paralympic (O&P) values and ideals. One group of international O&P alumni athletes have launched a petition campaign to run during the entire 38 days of the China Games, that invites the global O&P family to think about and champion real purpose of the Games along with their values and ideals – all the time, not just during the Games.

“On the eve of 2022 Beijing and with so much happening globally, we are calling for a renewed commitment to Olympic & Paralympic Spirit during the Beijing Games and beyond,” said Charles Altekruze OLY ('80 & '88 USA Rowing), an organizer of the #OlympicParalympicValuesMatter (2022 #OPVM) campaign. *“We have to start by re-acquainting the world with what those values and ideals are and why they matter.”*

Altekruze has been active in the Olympic movement for decades and served as Vice President and on various committees of the U.S. Olympians & Paralympians Association (USOPA). He is one of a diverse group of international athletes who represented various nations in past Games and are now based in the San Francisco Bay Area and actively seeking ways to leverage their positions as positive role models serving society after retirement from active competition.

These athletes have come together now to educate and remind the world of the most critical part of Olympic and Paralympic participation – living the values and Spirit of the Games. They are launching the 2022 #OPVM online petition for the duration of the Beijing Winter Games (starting February 4 through to March 13), inviting all global athletes and citizens to affirm three core tenets Olympic & Paralympic Spirit:

1. **Olympic & Paralympic Values Matter.** ‘Excellence, Respect, and Friendship’ (Olympic) as well as ‘Courage, Determination, Inspiration, and Equality’ (Paralympic) are VALUES that can positively change lives and society when nurtured and amplified, individually and collectively, through healthy sport and play and other activities.
2. **Olympic & Paralympic Ideals Matter.** ‘Educating youth through sport to contribute to building a better and more peaceful world’ (Olympic Mission) is the IDEAL and Mission of the Games... to create a world where every child can dream ‘Faster, Higher, Stronger – Together’ (Olympic Motto) regardless of race, creed, gender, or social status.
3. **Olympic & Paralympic Family Members Matter.** Athletes, spectators, and nations as well as sponsoring, civil society, and sporting partners are the TEAM to preserve, protect, and promote Olympic & Paralympic values and ideals in the world.

The 2022 #OPVM Petition will be open to all for 38 days and available at www.OlympicParalympicValuesMatter.org

At the conclusion of the 2022 #OPVM campaign, the pledge list will be shared with members of the International Olympic Committee (IOC), International Paralympic Committee (IPC), and 200+ National Olympic Committees, among others. A long-term goal might be to seek approval to add a #OPVM-type ‘Oath’ to future Closing Ceremonies during which the worldwide Olympic family pledges to live, model, and promote O&P values in daily life around the globe and between Games.

“Generations of Olympic & Paralympic heroes and moments have demonstrated and inspired the best in humanity through feats of extraordinary athletic skill, daring, discipline, teamwork, and ingenuity,” said Anne Warner Cribbs ('60 USA Swimming), a member of the #OPVM launch team. *“These belong to the whole world and our campaign seeks to remind every person or entity participating in, watching, or sponsoring the Games that championing these core values and ideals in daily life is vital.”*

+ About #Olympic Paralympic Values Matter Campaign. 2022 #OPVM launch team members:

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| • Andy Toro OLY ('60 & '64 Hungary, '72 & '76 USA, Canoe) | • Trooper Johnson PARA ('92 - '04, '16, & '20 USA Wheelchair Basketball) |
| • Julian D. Munoz OLY ('88 & '92 Costa Rica, Alpine Skiing) | • Michael Voudouris OLY ('02 Greece, Skeleton) |
| • Charlie Altekruze OLY ('80 & '88 USA, Rowing) | • Jim Schmitz (Coach, '80, '88 & '92 USA, Weightlifting) |
| • Anne Warner Cribbs OLY ('60 USA, Swimming) | • Kimberly Carlisle ('80 USA, Swimming) |

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