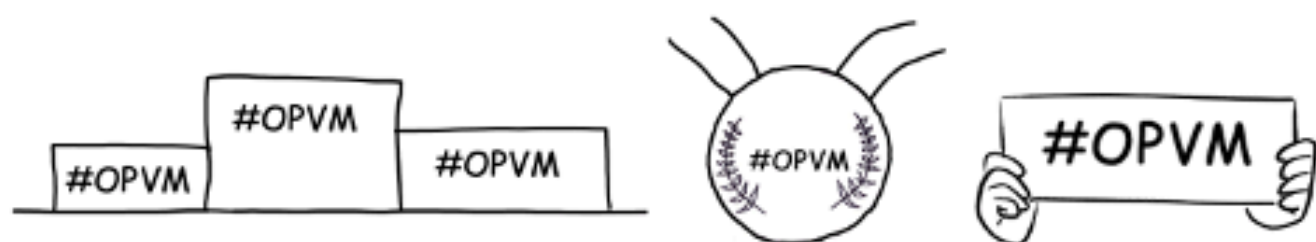




# #Olympic Paralympic Values Matter

[www.OlympicParalympicValuesMatter.org](http://www.OlympicParalympicValuesMatter.org)



## Frequently Asked Questions:

### What is #OlympicParalympicValuesMatter (2022 #OPVM)?

It is a public awareness campaign to remind the world of the power of Olympic & Paralympic (O&P) values and ideals when nurtured individually and collectively, through healthy sport and play and other activities. Generations of O&P heroes and moments have demonstrated and inspired the best in humanity – now, more than ever, we need all members of the global Olympic & Paralympic family to champion the values and ideals of the Games in daily life.

### What is the main “ASK” of 2022 #OPVM to athletes, spectators, and others?

1. Visit [www.OlympicParalympicValuesMatter.org](http://www.OlympicParalympicValuesMatter.org) and sign the online petition affirming the 3 core tenets of O&P Spirit: (1. O&P Values Matter → 2. O&P Ideals/Mission Matter → 3. Global O&P Family Members Matter.)
2. Download and share the #OPVM Hashtag and images (see above) during the duration of the Beijing Winter Games.

### Why now?

On the eve of the 2022 Winter Olympics and Paralympics, with so many existential challenges swirling around the world and the Games, it seems a good time to remind the world of the original purpose, meaning, and power of the Games.

### Is this political?

No. The campaign is focused on the positive – i.e., affirming virtuous Olympic and Paralympic ideas and themes – not on the negative – i.e., calling out specific actors or actions not abiding by these Olympic and Paralympic values.

### Who is behind #OlympicParalympicValuesMatter?

Long-time Olympic and Paralympic advocate Charles Altekruze ('80 & '88 USA Rowing) has teamed up with a diverse group of fellow athletes from the San Francisco Bay Area who care about the Games and world and want to share their unique skills, experiences, and insights as Olympians and Paralympians to make both a little bit better. Although some launch team athletes are members of the local NorCal Olympians and Paralympians association, this is an independent initiative.

### What are the goals and objectives of the 2022 #OlympicParalympicValuesMatter Pledge Campaign?

We have three inter-related objectives:

1. **Promote core Olympic & Paralympic Values:** ‘Excellence, Respect, & Friendship’ together with ‘Courage, Determination, Inspiration, & Equality’
2. **Promote core Olympic & Paralympic Ideals/Mission:** ‘Educating youth through sport to contribute to building a better and more peaceful world’... where every child can dream “Faster, Higher, Stronger - Together” (Olympic Motto).
3. **Promote global Olympic & Paralympic Family Engagement.** Every athlete (active/alumni), nation, and spectator as well as civil society, sporting, and sponsor partner can shape and support the O&P Games, Values, and Ideals.

Eventually, we may promote the idea of adding an #OlympicParalympicValuesMatter oath to future Olympic Closing Ceremonies during which the worldwide Olympic family pledges to live, model, and promote Olympic values in daily life around the globe.

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*“[Olympic Spirit] seeks to create a way of life based on the joy found in effort, the educational value of a good example and respect for universal fundamental ethical principles.” - Pierre de Coubertin, founder of the modern Olympic Games*

*“The Olympic Games are the quadrennial celebration of the springtime of humanity.” - P. Coubertin*