

# The Olympic Flag arrives



The Olympic Flag, which had been handed over to the Mayor of Nagano, Mr Tsukada, during the Closing Ceremony of the XVII Olympic Winter Games in Lillehammer at the end of February, has set up home in Nagano, the next Olympic Host City. The Flag made its entry on 2nd March, during a gala of welcome organized to celebrate the occasion. School children waving the flags of many different countries of the world paraded through the streets of the city in the company of the "Snowlets", the mascots of the Olympic Games in Nagano. More than 50,000 citizens welcomed the arrival of the Olympic



*The Olympic Flag is presented to the people of Nagano. The new pictogrammes will soon be familiar.*



Flag. Of course, this event will be followed by many others throughout the prefecture in the next few years to stimulate public interest in the 1998 Winter Games.

### PICTOGRAMMES, JAPANESE STYLE

NAOC has just released the pictogrammes which will designate the different Olympic sports at the XVIII Winter Games. Gently rounded and flowing, the motifs are a happy inspi-

ration from the emblem created for these Games.

### NAOC STAFF EXPANDS

NAOC's staff increased last April from five departments and twelve sectors to nine departments and eighteen sectors, the number of staff increasing from seventy to nearly 180.

Three other departments are to be added for marketing, information and communications, accommodation and transportation, whilst the Public Relations and Liaison Department will be divided into two separate entities.

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