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# OLYMPIC GAMES

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## The Paralympic Games

The Salt Lake Organizing Committee for the XIX Olympic Winter Games in 2002 (SLOC) and the International Paralympic Committee (IPC) signed an agreement on 26 May at the IOC headquarters in Lausanne whereby SLOC undertook to stage the VII Paralympic

Winter Games in 2002. Tom Welch, SLOC president, said “never before has an organizing committee of the Paralympic Winter Games taken all marketing organizing responsibilities [as SLOC has under this agreement]. This gives SLOC all the broadcast (radio and television), mar-

keting (sponsorships) and licensing rights, thus greatly curtailing possible conflicts with sponsors of the Olympic Winter Games. With SLOC being the sole source for the sale of such rights, it makes it very attractive and convenient for corporate sponsors to partici-

pate in both the 2002 Olympic Winter Games and the Paralympic Games.” SLOC has budgeted US \$11 million to contribute to the Paralympic Winter Games and will need approximately 3,000 volunteers to assist with organizing and staging the event.



*(Left to right) IPC president Robert Steadward and Tom Welch, president of SLOC.*