

A LOOK AT SALT LAKE CITY



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Salt Lake City is the capital of Utah, the 45th State admitted to the United States, it currently has 1.5 million inhabitants and is one of the fastest growing metropolitan areas in the United States. It is the largest urban area to host the Olympic and Paralympic Winter Games.

Salt Lake lies in a mountain valley with the Wasatch Mountains to the east and north, rising above the city to 11,000 feet (3,353 metres). The Oquirrh (pronounced 'oaker') Mountains border the western edge of the valley and rise to 9,500 feet (2,896 metres). Salt Lake's official elevation is 4,330 feet (1,320 metres) above sea level. The city is situated on land once covered by the prehistoric Lake Bonneville. This ancient lake existed within portions of Utah, Nevada, and Idaho. The eastern and northern portions of the city are located on a series of terraces, or former beaches, which are known locally as 'the benches'. The average February temperature is 37 degrees Fahrenheit (2.9 degrees Celsius); average annual snowfall is 61 inches (163.3 cm). The Wasatch Mountain Range receives up to 500 inches (13 metres) annually. Salt Lake City is in the Mountain Standard Time Zone, less seven GMT. Its international airport is one of the West's major airports serving more than 21 million passengers a year.

Salt Lake is a city of vitality, contrasts and surprises. It is a montage of modern high-rise commercial centres, noted attractions, historic sites and classic buildings, first class accommodations, and fine

dining establishments. But what makes this city truly unique is its friendly and hospitable people. Visitors always feel welcome and at home.

Salt Lake's early settlers certainly didn't envision a winter sports paradise when they founded the city. But a unique combination of geologic, climactic, social and economic forces have combined to create what may be the world's greatest ski destination. Just a 40-minute drive from the Salt Lake City International Airport, four world-class ski resorts are nestled in Salt Lake's Big Cottonwood and Little Cottonwood Canyons. Alta Ski Area, Brighton Ski Resort, Snowbird Ski & Summer Resort, and Solitude Mountain Resort each have a distinct ambiance and character. But the four resorts all share a unique mountain range, and have some features in common. Six other world-class resorts are less than an hour away.

Election

Salt Lake City was selected as the host of the Olympic Winter Games on 16 June 1995 at the 104th IOC Session in Budapest, Hungary. Salt Lake won in an unprecedented first-round vote over the finalist cities of Quebec, Canada; Sion, Switzerland; and Ostersund, Sweden. Utah's quest to host the Olympic Winter Games dates back to 1966.

The Salt Lake Organising Committee for the Olympic Winter Games of 2002 (SLOC), presided over by Mitt Romney, is the private, non-profit organisation responsible for



Mitt Romney, SLOC president.

staging the Olympic and Paralympic Winter Games. The XIX Olympic Winter Games will be held from 8 to 24 February 2002.

Emblem

The emblem of the Olympic Winter Games represents three elements: Contrast, Culture and Courage. Contrast is symbolic of Utah's landscape from the arid desert to the snowcapped mountains. Culture represents the blend of cultures that make up the region's unique American heritage. Courage is the spirit of the athletes and the true essence of the Games.

Mascots

The three mascots, which reflect the American West and the tradition of story-telling, were unveiled as part of a community celebration on 15 May 1999 as Native American Billy Daydodge narrated a story from Utah legend. Petroglyphs of animal images inspired the interpretation of the modern-day mascots (a snowshoe Hare, a coyote and an American Black bear) with their corresponding stories reflecting the



Olympic motto of Citius, Altius, Fortius (Faster, Higher, Stronger). The hare was faster. The coyote reached higher places. The bear was strong and brave.

Snowshoe Hare (Faster): At one time, the sun was burning up the earth. The hare ran swiftly to the top of the mountain. Shooting her arrow at the sun, she dropped it lower in the sky and cooled the land.

Coyote (Higher): When the world turned dark and frozen, the coyote climbed the highest mountaintop and stole the flame from the fire people. He brought warmth back to the earth.

American Black Bear (Stronger): Long ago brave hunters left their villages to track the mighty bear. But the bear was too strong and outlasted the hunters. Today, sons of the hunters continue the chase in the night sky.

Sports programme

Competition is scheduled for seven sports in 78 events at the Salt Lake Games. Women's bobsleigh is on the programme for the first time.

Participation [prevision]

An estimated 4,000 athletes and officials from up to 80 NOCs are expected to participate in the XIX Olympic Winter Games.

Competition venues

The Games will be held in Salt Lake

City and surrounding areas in the five nearby cities of Heber City, Ogden, Park City, Provo and West Valley City. All Olympic venues are a 10-60 minute drive from the Olympic Village and the Main Press Centre/International Broadcasting Centre.

Competitions will take place at 10 Olympic venues with five city (indoor) and five mountain (outdoor) facilities. SLOC has placed an emphasis on environmental protection and enhancement at all the venues.

Olympic Village

The Olympic Village is located at the University of Utah campus in Salt Lake City. The majority of the 70-acre compound will be within a historic area known as Fort Douglas

Volunteers



An estimated 18,000 volunteers will help stage the Games.

Education programme

The pilot programme called "One School, One Country" has been initiated in 45 schools - 37 public and eight private - in the Salt Lake area. In the framework of this programme, the schoolchildren 'adopt' a country with the aim of discovering its culture, history and traditions.

Media Services

The Main Media Centre (MMC) will be located at the Salt Palace Convention Centre in downtown Salt Lake City. The Main Media Centre will house under the same roof the International Broadcast Centre (IBC) and the Main Press Centre (MPC). The MMC is within walking distance of the Salt Lake Ice Centre, site of the figure skating and short track speed skating, the Olympic Medals Plaza and nearly 800 press hotel rooms. The MMC has more than 40,000 square metres of usable floor space. An estimated 9,000 broadcast and press media are expected to cover the Games. SLOC Media Information will employ a variety of communication tools from press releases and publications to e-mail and the website to convey information and announcements to local, national and international media on behalf of the SLOC. Press Operations will coordinate the logistical support for journalists and photographers in terms of access, accommodations, transportation, working facilities at the venues and supplemental services. The MMC will be open 24 hours a day from 28 January to 27 February 2002.



Sources: SLOC website; 'SLOC Media Update'.