

# SOCOG Launches Souvenir Sports Programs

## ISOH Members Sought As Writers

The Sydney Organising Committee for the Olympic Games (SOCOG) will publish a set of sport-specific souvenir programs for spectators at the 2000 Olympic Games.

Each of the 28 Olympic sports will have its own full-colour, magazine-style program, which will include historical features, preview articles, photographs and extensive sport-specific information.

The sport programs will be available to spectators alongside Time Inc.'s Official Olympic Souvenir Program, providing the highest level of sports information ever presented to Games visitors.

The only other Olympic Games to have sport-specific publications available for spectators was the 1976 Games in Montreal.

Mr Anthony Edgar, Manager of Sport Programs for SOCOG, said the project had already received in principle support of the IOC and the international federations.

"Our programs will have three purposes: to serve as a cherished souvenir of the Olympic experience, to act as a valuable source of information and entertainment to the spectator and to improve the profile and image of each Olympic sport," he said.

Mr Edgar, who has extensive publishing and editing experience within Australia, believes there is a significant role for the ISOH membership in the programs.

"We are promoting our programs as 'the Olympics for writers and researchers'. We want involvement from the best people in the world - and we hope that includes members of the ISOH."

Mr Edgar is keen to make personal contact with as many ISOH members as possible who may have expertise in certain sports and wish to express their interest in contributing historical articles for the programs. All work will be commissioned.

"What we hope is that ISOH members will use this as an opportunity to tell their greatest Olympic story, publish their greatest photo, or share their favourite memory," he said.

"What appears in the programs will be part of the

Olympic record forever. It is a great chance for all of us to really make an impact on how the Sydney Olympic Games are remembered - and how Olympic history is recorded."

Mr Edgar and his assistant, Mr Travis Cranley, have been researching story lists for each sport for the past six months.

"Simply, we cannot be everywhere in the world at once. But an organisation like ISOH has members in many countries.

"We want to make sure our programs are international, which means involving athletes and writers from around the world and including journalists who may prefer to write their work in a language other than English. We have already arranged for translation services to be available."

Mr Edgar would like interested ISOH members to get in contact with him as soon as possible, listing the following details:

- Name:
- Nationality:
- Country of residence:
- Languages spoken:
- Preferred Olympic sports:
- Major interest as a contributor (e.g. writer, researcher etc.):

Contact details:

Mr Edgar's contact details are:

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