

OLYMPIC NEWS

OLYMPISM:

With regard to athletes from East Timor seeking to participate in the forthcoming Games of the XXVII Olympiad in Sydney, and notwithstanding the fact that East Timor is presently placed under the control of the international community through the United Nations Organization, the IOC has decided to allow certain athletes from East Timor to take part as Individual Olympic Athletes.

This formal Decision was taken in consultation with the National Olympic Committees and the participation is subject to certain provisos, aimed at safeguarding the interest of the athletes concerned. (Olympic Highlights, Week 22, 29 May-4 June, 2000).

This week, the IOC announced that McDonald's has renewed its worldwide Olympic sponsorship for the four-year period 2001-2004.

McDonald's will therefore remain the exclusive retail food service provider for the XIX Olympic Winter Games in Salt Lake City, 2002 and the Games of the XXVIII Olympiad in Athens, 2004, and becomes part of the fifth generation of the IOC's global sponsorship programme, the Olympic Partnership Programme (TOP V).

McDonald's thus joins The Coca-Cola Company, Eastman Kodak Company, John Hancock, Sema Group, TIME/Sports Illustrated, Xerox, and VISA as a TOP V sponsor.

When TOP - the only worldwide Olympic sponsor programme - was created in 1985, fewer than 10 NOCs had any form of marketing revenue. Today, all 199 NOCs receive funding through the programme, with support also provided to: the organizing committees of the Olympic Summer and Winter Games, the athletes of the Olympic teams and the IOC. (Olympic Highlights, Week 23, 5-11 June, 2000).

The Olympic Television Archive Bureau (OTAB) launched its web site (www.otab.com) on Wednesday. The web site will allow registered users to access the IOC's complete film and video archives (over 20,000 hours of Olympic footage) on-line. (Olympic Highlights, Week 24, 12-18 June, 2000).

It is with deep sadness that we announce the death of Philippe Chatrier, IOC member in France since 1990, and honorary member since 1996. (The Week's Olympic News, Week 25, 19-25 June 2000)

All ten cities applying to become candidate cities for the Games of the XXIX Olympiad in 2008 have submitted their replies to the IOC questionnaire. The ten cities are: Bangkok, Beijing, Cairo, Havana, Istanbul, Kuala Lumpur, Osaka, Paris, Seville and Toronto. The IOC Executive Board will meet on 28th and 29th August to decide which of the applicant cities will be retained as candidate cities. (Olympic Highlights, week 25, 19-25 June, 2000).

NATIONAL OLYMPIC COMMITTEES

India's legendary former Olympic football player Noor Mohammed died on 9th June at the age of 75.

As a midfielder, Noor Mohammed played at the Games of the XV Olympiad in Helsinki, in 1952 and those of the XVI Olympiad in Melbourne, in 1956. He also represented India in three editions of the Asian Games. Indian Olympic Association Secretary General Randhir Singh sent a message of condolence to the bereaved family expressing the loss felt by the sports world of India. (The Week's Olympic News, Week 24, 12-18 June 2000).

After the decision taken by the IOC Executive Board on 25th May to help East Timorese athletes compete in the Sydney Olympic Games under the Olympic flag, an IOC delegation was sent to Dili to implement the agreement.

The mission to East Timor, lead by IOC Vice President Kevan Gosper and IOC Director of NOC Relations and Olympic Solidarity Pere Miró, took place on 17th and 18th June and included extensive discussions with United Nations and local officials aiming not only at identifying possible Olympic athletes, but also at creating sustainable sports development for both schools and sports federations, and establishing an NOC.

OLYMPIC NEWS

Between six and eight athletes from this territory placed under UN administration have been chosen as potential Olympic competitors. Those with the potential to meet the required norms will start intensive preparations, helped by the IOC, to compete for qualification and thus enter for the Olympic Games in Sydney.

The NOC of Indonesia fully agrees with the decision taken by the IOC Executive Board relating to the participation of certain East Timorese athletes at the Games of the XXVII Olympiad in Sydney.

This satisfaction was expressed by the NOC leaders to the IOC delegation during several meetings held in Jakarta on 16th and 19th June. The Indonesian NOC confirmed its support of the Rio decision in which it was clearly marked, in accordance with rule 9.1 of the Olympic Charter, that "the Athletes shall refrain from any form of political activity", and not represent, before and during the Games, "any state, nation, country or territory". (Olympic Highlights, Week 25, 19-25 June, 2000).

The result of the first ever meeting between the leaders of the North and South Korea was the signing of a declaration agreeing to work towards peace. Un Yong Kim, IOC Executive Board member and Korean NOC President, said that both parties also showed strong interest in fielding a joint Korean team for international sports events. He added that one proposal was to have the two Koreas march together at the opening ceremony of the Olympic Games in Sydney. (Olympic Highlights, Week 25, 19-25 June, 2000).

SYDNEY 2000

The forthcoming Olympic Summer Games in Sydney will have 100% more qualified athletes assisted by Olympic Solidarity scholarships than the Games of the XXVI Olympiad in Atlanta, 1996. To date, with many competitions still to take place, almost 300 athletes from the Olympic Solidarity programmes have already qualified for Sydney.

According to the director of Olympic Solidarity Pere Miró, this achievement proves that "Solidarity is doing it better from year to year, with more activities,

more scholarships and more money for the athletes". This improvement is borne out by the fact that 293 out of the 608 athletes holding a scholarship have reached the level needed to be able to compete in Sydney. Four years ago, the figure was only 152. "Nowadays, the main problem faced by most of the NOCs is the qualification process, rather than the actual trip to the Games", said Miró, reiterating that the NOCs will receive US\$ 1,200 for every athlete who actually competes in the Games, "as a reward for their contribution to the success of the Games". This will be in addition to the subsidies already given by the IOC and the Organizing Committee for travel to Australia and accommodation at the Olympic Village. (Olympic Highlights, week 21, 22-28 May 2000).

Following the decision by the NOC of South Africa (NOCSA) not to send its men's hockey team to the Games of the XXVII Olympiad, an appeal was filed, by the South African Hockey Association through the International Hockey Federation (FIH), for consideration by the IOC Executive Board.

In light of the fundamental rule of the Olympic Charter whereby : "NOCs have the exclusive powers for the representation of their respective countries at the Olympic Games (...)"the Executive Board noted that an NOC decision could only be reversed if a fundamental principle or mandatory rule of the Olympic Charter were to be violated by such a decision. Against the background of certain allegations or motivations invoked by the parties concerned, and after considering the respective arguments, the IOC Executive Board concluded that the determining ground for the NOCSA decision appeared to stem from sport considerations and thus did not exceed the limits of its authority. It follows that the NOCSA's decision will not be annulled by the IOC Executive Board. (Olympic Highlights, week 22, 29 June-4 June, 2000).

The victory medals for the Games of the XXVII Olympiad were officially struck at the Royal Australian Mint in August.

The Royal Australian Mint will be responsible for striking the silver and bronze medals while those in

OLYMPIC NEWS

gold will be made by the Perth Mint in Western Australia.

The medals feature the Sydney Opera House, the Olympic torch and the Olympic rings on one side, and the Greek Goddess of Victory, Nike, standing beside the Colosseum, on the other. (Olympic Highlights, Week 24, 12-18 June, 2000).

The IOC Sports Department has confirmed that up to 500 DanceSport couples from the Australian member body of the International DanceSport Federation (IDSF) have been invited to contribute to the Closing Ceremony of the Games of the XXVII Olympiad in Sydney. The IDSF appreciates the IOC's approval of this opportunity to include DanceSport in the Closing Ceremony, which will be seen by sports fans all over the world. (Olympic Highlights, Week 25, 19-25 June, 2000).

Growing Olympic interest has pushed sales of commemorative coins past \$100 million. The Sydney coin programme, which covers 50 countries, is on target to become the highest-selling non-circulating Olympic coin programme ever. (Olympic Highlights, Week 26, 26 June-2 July, 2000).

At the request of the IOC, SOCOG has completed a manual providing a foundation for hosting Olympic Games or any other major international sports event. It is the first time in the 106-year history of the modern Olympic Games that such a transfer of knowledge programme has been formally presented and made available. This manual was presented at the Observer Seminar recently organized by SOCOG in Sydney and attended by representatives of the OCOGs of Athens and Salt Lake City along with representatives of the 2008 applicant cities. (Olympic Highlights, Week 27, 3-9 July, 2000).

SALT LAKE CITY 2002:

The Salt Lake City Organizing Committee (SLOC) last week received a letter from the US Justice Department regarding the investigations it had undertaken following the Salt Lake City scandal last year.

The correspondence stated that, based upon the evidence currently available to the justice Department, there was currently no intention of seeking the indictment of the corporate entity SLOC for its actions to influence IOC members in their selection of Salt Lake City as the venue for either the 1998 or the 2002 Winter Olympic Games. The Justice Department also expressed appreciation for the cooperation that SLOC had offered in the course of investigations. (The Week's Olympic News, Week 22, 29 May-4 June 2000).

SALT LAKE CITY, Utah--John and Marcia Price, long-time residents of Salt Lake City and well-known supporters of the arts, have earmarked a \$1 million gift to the 2002 Cultural Olympiad. The gift was made through the Arts and Culture fund of Salt Lake 2002 Donor Program. (Salt Lake 2002 News Bulletin).

SALT LAKE CITY, Utah.

People can etch their names in Olympic history by participating in the commemorative brick program at The Gateway development.

Sandstone bricks, identified as the original paving bricks that built roads in Salt Lake city in the early 1900s, will be used at the Olympic Legacy Plaza.

The commemorative bricks with a personalized etching are available for a \$50.00 contribution. The sandstone bricks can carry an inscription of up to two lines to honor individuals, special dates, celebrate events and recognize organizations.

The methods for ordering Olympic Legacy Bricks, include:

Internet: Go to the SLOC website at www.saltlake2002.com

Mail: Send order form and payment to Olympic Legacy Brick Program, P.O. Box 2002, Suwanee, Georgia, 30024-0975

Facsimile: Send order form and credit card information to (678) 475-5891

Telephone: Place credit card order by calling toll free (877) 995-2002.

OLYMPIC NEWS

The first 1,000 contributors to the commemorative brick program will receive a limited-edition "Olympic Legacy Brick" lapel pin courtesy of The Home Depot. The open period for contributions to the Olympic Legacy Brick program will conclude in July 2001 due to construction of the plaza. Contributors will receive a letter confirming their donation and a certificate displaying the sandstone brick inscription.

The Olympic Legacy Plaza, in the heart of The Gateway on Rio Grande Street between 400 West and 500 West, will commemorate the athletes, volunteers and contributors of the 2002 Games with a fountain and a Wall of Honor. Pathways of Legacy Bricks will wind throughout the Plaza.

In the early 1900s, Salt Lake City was well on its way to becoming a center of commerce and culture. Trains from the East ferried supplies and new settlers to the Union Pacific railroad station downtown.

Descendants of Utah's first pioneers built homes around the valley and began to pave the streets around the station with sandstone bricks. Over time, these historic streets were lost when new concrete was laid over them. However, sandstone bricks from one of the original roads near the Union Pacific Depot were recently uncovered during the construction of The Gateway complex.

(SLOC Web Site; July 2000).

ATHENS 2004:

Greek Prime Minister Costas Simitis has announced that Costas Bakouris, former managing director of the Athens 2004 Olympic Organizing Committee (ATHOC), has been appointed to a new key position related to the organization of the Games.

At the same time, an executive committee has been formed, headed by Gianna Angelopoulos-Daskalaki and composed of Petros Sinadinos, Spyros Kapralos, Marton Simitsek and Kostas Liaskas. Meanwhile, the ATHOC Board is chaired by Gianna Angelopoulos-Daskalaki, with Lambis Nikolaou, President of the Hellenic NOC and IOC member in Greece, as vice president. (Olympic Highlights, Week 26, 26 June-2 July, 2000).

Turin 2006

The Turin Organizing Committee (TOROC) Board of Administrators met on Monday and unanimously approved the OCOG's proposed structure. The structure encompasses four domains: project management, sports, Olympic venues and general services (including accreditation, security and catering) (Olympic Highlights, Week 20, 15-21 May, 2000).

FRIENDSHIP!

A friendship between two US women taekwondists made international news this week, as a true reflection of the essence of Olympic spirit.

At Olympic taekwondo trials held at the end of May, long-time friends Esther Kim and Kay Poe found themselves facing each other in a match which would qualify the winner to compete in the forthcoming Games in Sydney. Aware that her friend had suffered an injury in a previous match that day, Esther Kim declined to fight, knowing that by forfeiting the match she would surrender her Olympic berth to Kay Poe.

Apart from capturing the media's attention worldwide, this story touched the IOC President who, along with IOC Vice President Anita DeFrantz, made a personal telephone call to Esther Kim. The IOC President expressed his admiration on behalf of the Olympic Movement for the athlete's gesture and extended an invitation to both Esther Kim and her father - coach to both athletes - to attend the Games of the XXVII Olympiad as the IOC's guests. (Olympic Highlights, Week 23, 5-11 June, 2000).

IOC, USOC, And SLOC Jointly File Groundbreaking Lawsuit Against Cybersquatters

More Than 1,800 Registered Internet Domain Names Included In Lawsuit

LAUSANNE, COLORADO SPRINGS and SALT LAKE CITY.

The International Olympic Committee (IOC), the United States Olympic Committee (USOC), and the Salt Lake Organizing Committee for the Olympic Winter Games of 2002 (SLOC) announced today they

OLYMPIC NEWS

have filed a joint lawsuit in U.S. Federal Court against more than 1,800 registered domain names using the words Olympic or Olympiad (and foreign equivalents and simulations of such names).

The Internet domain names included in the lawsuit were originally registered by individuals who reside in countries other than the United States. Many of the domain names were registered by cybersquatters, individuals or entities who, in bad faith, register trademarks as Internet domain names.

The suit represents the largest action by far brought under the recently enacted Anticybersquatting Consumer Protection Act of 1999 (ACPA). Previously, the largest case named about 250 defendants.

"The revenues generated from the marketing of Olympic properties and trademarks are used to support the Olympic Games and the athletes who compete in them," said Richard W. Pound, IOC first vice president and chairman of the IOC Marketing Commission. "These cybersquatters are out there using Olympic properties for their own benefit with no return to the Olympic Movement and are damaging the value of those properties. Before the ACPA, we, like so many other organizations, had little recourse."

Under the in rem provisions of the law, the IOC, USOC, and SLOC are suing to have domain names whose registrants reside outside of the United States transferred to IOC, USOC, SLOC or revoked. Of the over 1,800 unauthorized domains named in the suit, 168 falsely represent an association with the 2000, 2002, 2004 and 2006 Olympic Games, 69 claim to sell tickets or other Games-related services for profit, 43 relate to gambling, and 15 are associated with pornographic material or services "The USOC, IOC and SLOC will continue to aggressively protect our intellectual property rights and the rights we have granted to our official sponsors, suppliers, and licensees," said Jeff Genthner, managing director, U.S. Olympic Entertainment Properties. "The value and integrity of Olympic marks and terminology becomes diluted when they are used by individuals or entities

that have not obtained proper authorization. This lawsuit will help protect our corporate partners, the consumer public, and the athletes who are training to compete in the Olympic Games."

"Cybersquatters who create false association with Olympic marks infringe on the rights of others. By participating in this lawsuit, SLOC is protecting the interests of the athletes and our sponsors as well as protecting the Olympic brand," said Mitt Romney, SLOC president and CEO.

The lawsuit announced today is just one in a series of steps being taken by the IOC, the USOC, and SLOC to protect and restore their Internet rights. The unauthorized domain names violate the intellectual property rights of the IOC, USOC and SLOC in the Olympic and Olympiad trademarks. In addition, the Ted Stevens Olympic and Amateur Sports Act (OASA) grants the USOC the exclusive rights to use the trademarks Olympic and Olympiad in the United States and to take action against unauthorized use of these marks. Also, the ACPA specifically protects the trademark rights provided for by the OASA.

Earlier this year, an arbitrator awarded the rights to the domain name www.usolympicstore.com to the USOC after a resident of New Jersey had first registered the name without proper authorization. According to USOC attorney Kelly Maynard, the individual registered the domain name in anticipation of the launch on an on-line store for the sale of officially licensed Olympic merchandise and apparel.

"This is clearly wrong. We are going to continue going after these cybersquatters for three main reasons," Pound said. "One, we don't want people making profit from Olympic trademarks that does not get returned to the athletes in some way. Two, we don't want consumers duped into purchasing items they think are Olympic-related when they are not. Three, we need to protect the values of the Olympic Movement against uses out there that are clearly illicit."

The major sources of Olympic revenues are the sale of broadcasting rights to Olympic Games coverage, worldwide sponsorships, and licensees. Over a four-

OLYMPIC NEWS

year period, the IOC distributes 93 percent of the generated revenue to the different parties of the Olympic Movement.

Sixty percent of the broadcasting rights revenue is provided to the organizing committees of the Olympic Games and Olympic Winter Games for that four-year period. The remaining 40 percent is distributed in relatively equal shares to the three pillars of the Olympic Movement: the 35 Olympic international sports federations, the 199 national Olympic committees, and the IOC.

Fifty percent of the global TOP program sponsorship revenue is provided to the two Olympic Games organizing committees. Forty percent is provided to the 199 national Olympic committees, and 10 percent to the IOC.

Organizing committees for the Olympic Games (OCOGs) and National Olympic Committees (NOCs) partner with local sponsors and suppliers in order to complete the funding necessary to stage the Games and field the teams. The

IOC uses the revenues it receives to fund its operations and programs in support of the Olympic Games and the development of the Olympic Movement and sport around the world. (IOC, USOC, and SLOC media bulletins, 13 July 2000).ISOH