**OLYMPIC DAY 2010**

**2010 OLYMPIC DAY IN U.S. MOST SUCCESSFUL EVER!**

U.S. Olympic Day celebrations of national magnitude occurred for the first time in 2009 thanks to the support of Chicago 2016 and the U.S. Olympic Committee. In 2010, the U.S. Olympic Family rose to the challenge of surpassing the success of 2009 through increased participation among the Athletes’ Advisory Council (AAC), Multi-Sport Organizations (MSO), National Governing Bodies (NGBs), U.S. Olympians Association (USOA), U.S. Paralympians (USP) and more.

In preparation for 2011, more than 100 organizations have already pledged to participate. Thanks to the support of all participating organizations, Olympic Day is on the verge of appearing in every community across America within the next several years while continuing to expand partnerships among the U.S. Olympic Family.

**26 NGBs participated. Olympic Day athlete participation increased 79% from last year to this year.**

**375 Olympians, Paralympians, hopefuls and coaches to participate.**

**330 Events**

**220 Cities**

**90,000+ Hopefuls**

**375 Olympians, Paralympians, Coaches & Hopefuls**

**205 Million Media Impressions**

**Numerics**

| BY THE NUMBERS | 220 Cities | 330 Events | 375 Olympians, Paralympians, Coaches & Hopefuls | 90,000+ Participants | 205 Million Media Impressions |

**OLYMPIC DAY TESTIMONIALS**

“Olympic Day is a powerful outreach tool for the USOC to work with so many of our constituent groups - athletes, community partners, Multi-Sport Organizations, National Governing Bodies, and U.S. Olympic Training sites around the country. Olympic Day celebrations provide a great vehicle to inspire young people and Americans alike. We are grateful to all the members of the Olympic Family for their support, and we look forward to the continued growth of this program.”

– Scott Blackmun, Chief Executive Officer, U.S. Olympic Committee

“The Olympic Spirit of Perseverance, Fair Play, Sportsmanship and Respect are qualities that our young people need to be reminded of and encouraged to be the best while striving to higher standards. The Olympic values of Excellence, Friendship and Respect are values that are timeless and can be used in everyday life.”

– Andrea Nix, Camp Butler Marine Youth Activities, Okinawa, Japan

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“Thank you for introducing Olympic Day to the Dallas YMCA! The Cross Timbers YMCA hosted two Olympians, Ken Merten and Joan Hansen. Both were excellent speakers, and great with the 100+ kids. Joan stayed and talked with kids getting ready to compete, gave them pointers and a pep talk. The way she talks to these kids is amazing! They feel like they are the only ones in the world!”

– Casey Klein, VP of Operations, YMCA of Metropolitan Dallas

“Part of our job as athletes and members of USAV is to promote our sport and give back. A lot of these kids are fans of volleyball, but have no tangible exposure to it. By reaching into communities, especially those served by Boys & Girls Clubs and YMCAs, it is extremely rewarding. Seeing kids get excited about volleyball for the first time is unbelievable.”

– Gabe Gardner, Volleyball, 2004 & 2008 (Sacramento Area YMCAs and Carmichael Parks & Recreation)

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**HOW TO GET INVOLVED:**

For more information regarding Olympic Day or to register for 2011 Olympic Day, please:

- Visit the USOC Olympic Day website and registration site at www.teamusa.org/olympicday
- Contact Keith Bryant of the USOC at 719.866.2238 or via email at: Keith.Bryant@usoc.org

**NUMBERS**

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<td>205 Million</td>
<td>90,000+</td>
<td>330</td>
<td>220</td>
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2010 OLYMPIC DAY IN THE UNITED STATES

**Park City, Utah**
Teenagers celebrated Olympic Day at the Utah Olympic Park where more than 600 people attended the Flying Aces All-Star Freestyle Show.

**San Francisco, California**

**Los Angeles, California**

**Camp Pendleton, California**

**Okinawa, Japan (Armed Forces Pacific)**
Swimmer Mary DeScenza shared her inspirational story with children at the Camp Foster Marine Corps Base. DeScenza moved with her husband, Charlie, an Officer in the United States Marine Corps, to Okinawa where he is stationed.

**Chattanooga, Tennessee**
Mayor Ron Littlefield read the Olympic Day proclamation as part of Chattanooga’s community-wide celebration on Olympic Day, which included a Paralympic cycling race.

**St. Simons Island, Georgia**
Cheryl Haworth (Weightlifting, 2000, 2004 & 2008) led an inspirational discussion on Olympic values with children from the Boys & Girls Clubs of Southeast Georgia.

**Springfield, Missouri**
Archery coach Steve Cornell gave Jerry Clark, chair of the Springfield-Greene County Park Board, an Archery lesson at the U.S. Olympic Committee’s Community Olympic Development Archery Program announcement on Olympic Day.

**Elgin, Illinois**
U.S. Olympians Midwest Chapter President, Diane Simpson (Gymnastics, 1980) celebrated Olympic Day at the Elgin YMCA, a USA Gymnastics Member Club. Simpson was one of 40 athletes and coaches from her Olympians Chapter to participate in the region’s 52 Olympic Day events.

**Rockwall, Texas**
Members of the U.S. Olympians Southwest Chapter, including President Sammy Walker (Weightlifting, 1976), celebrated Olympic Day at the Rockwall YMCA with Mayor William R. Cecil. Twenty-one Olympic Alumni participated in the 52 Olympic Day celebrations held in Texas.

**Marshall, Texas**
Members of the Boys & Girls Club of the Big Pines in front of their artwork for flag making and painting, which highlighted the Olympic values of respect.

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**West Windsor, New Jersey**
Anna Goodale (Rowing, 2000) and members of the U.S. National Rowing Team participated in a community celebration in observance of Olympic Day.

**Chattanooga, Tennessee**
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