



OLYMPIC DAY 2012



Reno, Nev. | Children show off their strength at the Olympic Day Family Festival, organized by the Reno Tahoe Winter Games Coalition. © Reno Tahoe Winter Games Coalition 2012 Photo: Chris Holloman/Katipo Creative

2012 Olympic Day + 2012 Olympic & Paralympic Games = Team USA Success

With 2012 Olympic Day occurring one month before the 2012 Olympic Games Opening Ceremony, the U.S. Olympic Committee had a unique opportunity to inspire Americans and kick off a terrific summer for Team USA. From June 22-July 1, more than 200,000 Americans celebrated Olympic Day by participating in 632 events in 529 cities across all 50 states. Americans also celebrated Olympic Day overseas in eight different locations, making this year the most successful Olympic Day celebration ever in the United States.

In addition to the record number of participants, more than 550 Olympians, Paralympians, coaches and hopefuls joined community-based organizations to celebrate Olympic Day, share their stories and promote Olympism and active lifestyles in their communities. Among the participating athletes were 103 Olympic and Paralympic athletes from the London Games, including the gold-medal winning women's soccer and women's eight rowing teams, and the women's Paralympic goalball team.

This year's U.S. Olympic Day success was highlighted by several partnerships with members of the Olympic Family, including first lady Michelle Obama, who offered a welcome message of encouragement in the 2012 Olympic Day video. Also featured in the video were Diana Lopez (Taekwondo, 2008 & 2012), Steven Lopez (Taekwondo, 2004, 2008 & 2012), Kelly Clark (Snowboarding, 2002, 2006 & 2010) and John

Orozco (Gymnastics, 2012), as well as Rudy Garcia-Tolson (Paralympian, Swimming, 2004, 2008 & 2012).

The U.S. Olympians Association's Olympic Day event, which featured its Walk to London campaign, tallied record-breaking participation. The campaign, which began in April in Los Angeles and culminated in Washington, D.C., on June 23, included community walks around the country and ended with a send-off to the 2012 U.S. Olympic and Paralympic Teams.

In Dallas, Sammy Walker (Weightlifting, 1976) and the U.S. Olympians and Paralympians – Southwest Chapter, in partnership with the City of Dallas, organized one of this year's largest Olympic Day celebrations at the Cotton Bowl. The 10,000-person celebration featured youth clinics and exhibitions organized by local Olympians and the Dallas Parks & Recreation Department.

USA BMX, in partnership with USA Cycling, offered a free day of BMX racing and learning at BMX tracks across the country in celebration of Olympic Day. As a result, nearly 14,000 riders came out to try the sport of BMX on Olympic Day.

In total, more than 330 Multi-Sport Organizations participated in this year's Olympic Day, a 25 percent increase from 2011. Top organization participation included the National Governing Bodies (235 hosted events), the Boys & Girls Clubs of America (89 hosted events), the National Parks & Recreation Association (88 hosted events) and the YMCA of the USA (59 hosted events).

OLYMPIC DAY 2012 BY THE NUMBERS

632 Events

529 Cities

552 Olympians,
Paralympians,
Hopefuls and Coaches

203,722 Participants

Each of the 632 Olympic Day celebrations was organized at a local level and varied in scope from summer camp field days and Olympic and Paralympic sport demonstrations and activities to Olympic-themed education and art projects. The events ranged in size from 30 to 10,000 participants.

It is celebrations like Olympic Day that promote fair play, perseverance, respect and sportsmanship that advance the Olympic mission of building a more peaceful and better world through sport. The USOC thanks everyone who contributed to the success of Olympic Day and inspired tens of thousands of Americans across the United States - and world. Without your support and dedication, Olympic Day in the United States would not be possible.

2013 OLYMPIC DAY IS QUICKLY APPROACHING

If you are interested in hosting a 2013 Olympic Day event, email OlympicDay@usoc.org or call 719-866-4535.



Collierville, Tenn. | Rochelle Stevens (Athletics, 1992 & 1996) and Margaret Matthews Wilburn (Athletics, 1956) stand with mayor of Collierville, Stan Joyner, and the U.S. Navy color guards at the 22nd Annual Rochelle Stevens Invitational Track Meet. More than 700 people participated in the opening ceremony honoring Olympic Day.



New York | Sarah Hughes (Figure Skating, 2002) led a "learn to skate" clinic in New York.



Washington, D.C. | The U.S. Olympians Association's Walk to London culminated in Washington, D.C., on Olympic Day. The celebration featured a "Skate of the Union" event with elite and recreational inline racing, roller skating demonstrations and exhibitions, and skateboarding events.



Durham, N.C. | Guy Troy (Modern Pentathlon, 1952) had the honor of lighting the torch at the opening ceremony of the Powerade State Games.



Nashville, Tenn. | The Boys & Girls Clubs of Middle Tennessee received a special visit from Constance Petracek (Shooting, 1992 & 1996).



Dallas | Sammy Walker (Weightlifting, 1976) and the U.S. Olympians & Paralympians - Southwest Chapter, in partnership with the City of Dallas, organized one of this year's largest Olympic Day celebrations at the Cotton Bowl.



Steamboat Springs, Colo. | Members of the Boys & Girls Club of Steamboat Springs spent their Olympic Day with Hannah Pennington (Paralympian, Skiing, 2002, 2006 & 2010) learning fun skiing exercises.



Marquette, Mich. | Team USA weightlifters training at the U.S. Olympic Education Center met with day camp children at Northern Michigan University to demonstrate their skills and share what it takes to become an Olympic weightlifter.



Chattanooga, Tenn. | Chattanooga Parks and Recreation and Therapeutic Recreation Services, along with Sports, Arts and Recreation of Chattanooga, DSUSA Chapter and Outdoor Chattanooga, hosted an Olympic Day event that introduced individuals to adaptive cycling.

2012 OLYMPIC DAY IN THE UNITED STATES
PARTICIPATING ORGANIZATIONS

National Governing Bodies	235
Boys & Girls Clubs of America	89
National Recreation & Parks Association	88
YMCA of the USA	59
Other	40
U.S. Olympians Association	26
U.S. Air Force	22
Community Olympic Development Programs/ Olympic Training Sites	13
Boy Scouts of America	12
Paralympic Sport Clubs	7
U.S. Navy	7
National Association of Police Athletic/ Activities Leagues	6
National Congress of State Games	5
U.S. Army	5
Amateur Athletic Union	4
Jewish Community Center	4
U.S. Olympic Training Center	3
U.S. Marine Corps	2
U.S. Association of Blind Athletes	2
American Alliance for Health, Physical Education, Recreation and Dance	1
Catholic Youth Organization	1
USA Dance	1

* Note: Several events were organized in partnership with multiple organizations.



Colorado Springs, Colo. | The City of Colorado Springs partnered with the U.S. Olympic Committee to introduce local children to select Olympic and Paralympic sports.



Reno, Nev. | Children were given the opportunity to learn the skills of pole vaulting during the Olympic Day Family Festival, hosted by the Reno Tahoe Winter Games Coalition.



OLYMPIC DAY 2012



Colorado Springs, Colo. | Nearly 200 Olympic Day participants ended their tour of the Olympic Training Center by watching Michelle Farrell (Gymnastics, 1984) light the cauldron.



Louisville, Colo. | Ann Battelle-Ayad (Freestyle Skiing, 1992, 1994, 1998 & 2002) showed the children of the Louisville Recreation Center her Olympic uniforms after telling the story of her Olympic experience.



Palatine, Ill. | Lloyd Bachrach (Paralympian, Sitting Volleyball, 1996) spoke to the children of the Buehler YMCA about his Paralympic experience.



San Dimas, Calif. | John Naber (Swimming, 1976) timed races for children at the San Dimas Olympic Day celebration.

“The Olympic and Paralympic spirit is about getting active, getting involved and having fun along the way.”

- First lady Michelle Obama

“Olympic Day is more than just a day when we commemorate the birth of the modern Olympic Movement. It is a day to remember that the practice of sport should be enjoyed by all – regardless of age, gender or athletic ability.”

- Jacques Rogge, president of the International Olympic Committee

“This year’s Olympic Day events served as a timely way to inspire Americans and educate our youth about healthy living. We were thrilled to host more events than ever before, and spread the excitement of the Games, Olympism and athlete stories of inspiration to even more people than in past years.”

- Scott Blackmun, chief executive officer of the U.S. Olympic Committee

“The 34 Multi-Sport Organizations within the U.S. Olympic Family view Olympic Day as a way to promote their affiliation with the Olympic Movement. With the majority of the MSOs being youth-oriented, it’s rewarding to see young people of all ages inspired by America’s Olympic and Paralympic heroes as they attend Olympic Day events across the United States. It’s great to see participation by new MSOs this year, as well as those who have been supportive of Olympic Day for several years. We look forward to an MSO-USOC Olympic Day partnership for years to come.”

- Wayne Moss, chair of the USOC Multi-Sport Organization Committee and senior director of sports, fitness and recreation at the Boys & Girls Clubs of America

“To promote the event to even more YMCAs this year, we celebrated Olympic Day in Milwaukee at the YMCA Gymnastics Nationals with over 90 YMCAs from across the country participating and more than 6,000 participants and spectators. 1996 gymnastics Olympian Kate Nelson Nack inspired the young athletes with her opening ceremony message. The gymnasts also heard from Olympian John Orozco via video, thanking the YMCA for being a part of Olympic Day. The crowd went wild and talked about it all week.”

- Dara Meinert, sports and recreation specialist at the YMCA of the USA

“As a nurse practitioner, I am always encouraging my patients to be active, make positive lifestyle changes and have a positive outlook, as well as set goals and not be afraid to fail. This community encourages me to be a better person and I think being involved with Olympic Day is a great way for me to give back and inspire the people of Red Lake.”

- Natalie Nicholson, 2010 Olympian, Curling



Hamburg, N.Y. | Hamburg BMX began Olympic Day with a lap around the track with guest Jack Mathias (Sailing, 1976).



San Francisco | Following an Olympic Day friendly match, members of the U.S. Olympic and Chinese foil fencing teams posed with Anne Warner Cribbs (Swimming, 1960), Greg Massialas (Fencing, 1980, 1984 & 1988 and 2008 & 2012 U.S. Olympic Fencing Team coach) and Chinese Consul General Gau Zhansheng.



Sandy, Utah | Members of the U.S. women’s gold-medal soccer team signed autographs at a public training session on Olympic Day.



Coconut Creek, Fla. | Lucinda Williams-Adams (Athletics, 1956 & 1960) spoke to the Coconut Creek summer camp children about sportsmanship and what it means to follow your dreams in sport and in life.