



PRESS RELEASE

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## World Olympians Association unveils new brand identity and website in Sochi

**Sochi, Russia, 6 February 2014;**

The **World Olympians Association [WOA]**, the representative body for all Olympians worldwide, has launched its **new brand logo and website** in an unveiling at the IOC Olympic Club at the Olympic Park, Sochi.

The new brand and dynamic, interactive website [[www.olympians.org](http://www.olympians.org)] symbolises the new direction of the WOA - showcasing the work which has been done in the last two years to revitalise the international organisation for Olympians and give it a renewed sense of purpose. The WOA's new online presence is a celebration of the work being carried out by Olympians and National Olympians Associations worldwide with the communities in which they live. The new website will also offer its Olympian members powerful new ways to connect and communicate with each other, share experiences and pass on useful opportunities.

The new brand and website was revealed at a cocktail party for Olympians and Olympic Family members on the eve of the Opening Ceremony of the XXII Olympic Winter Games in Sochi. The event, which was the first to be held at the IOC Olympic Club in Sochi, was attended by Olympians, IOC Members and other members of the Olympic Family.

Speaking about the event and the new brand launch, **Joël Bouzou, WOA President**, said:

“This is a very exciting time for the WOA and we’re delighted to launch our new identity and website here at the Olympic Winter Games in Sochi. We believe the new logo and website signifies the great strides we have made in 2012 and 2013 with the appointment of a new CEO, the creation and launch of our National Olympians Association Development Fund and Project Fund, and our much improved communications with our members around the world.

“We’re now looking forward to building on the momentum and continuing to take the organisation forward. We are in the process of developing new partnerships and projects that will benefit Olympians around the globe and the communities they live in. We are also hoping to soon be able to announce the host city for our inaugural World Olympians Forum. Olympians have a special capacity

to use the power and neutrality of sport for the good of society and it is our duty to help them achieve this goal.”

The WOA will also host two further events during the Sochi 2014 Olympic Winter Games:

**WOA Lunch: The Olympians’ Games Experience with two winter Olympians – *Swedish double Olympic Gold Medallist, Pernilla Wiberg and Indian Luger, Shiva Keshavan***

***Tuesday February 11, 2014***

1200, IOC Olympic Club, Olympic Park, Sochi

A chance to meet old friends, make new acquaintances, network and hear about the Olympic Winter Games experience from two Winter Games Olympians.

**WOA Breakfast: The IOC and the WOA with new IOC Sports Director Kit McConnell and WOA President Joel Bouzou**

***Tuesday February 18, 2014***

0800, IOC Family Hotel, Radisson Blu Sochi, Golubaya Ulitsa, Sochi

A chance to hear about how the IOC and the WOA are working together for the benefit of Olympians and to spread the spirit of Olympism.

-ENDS-

#### **Note to Editors**

#### **Images:**

Please find attached a low resolution jpeg of the new WOA logo. A high resolution version is available on request.

More images of the launch and the WOA Cocktail Event in Sochi will follow shortly.

#### **About the WOA**

There are over 100,000 living Olympians throughout the world. Our remit is to represent them all, to work for the benefit of all Olympians at all stages of their lives.

There are 142 National Olympians Associations (NOAs) spread across all five continents. They organise events for Olympians and run projects that help their local communities. Projects based on the Olympic ideals laid down by Pierre de Coubertin.

We help the National Associations help their Olympian members and spread the spirit of Olympism in their country. Our recently launched NOA Development Fund gives financial aid to the Associations so they can run their programmes. And our NOA Grant Fund helps pay for longer-term projects that benefit their local communities.

We are creating a range of benefits for Olympians. We have secured online university scholarships, we are about to launch an online networking platform for Olympians and we are negotiating mentorships, job placements and life coaching programmes for Olympians assisting them transition to a life beyond competitive sport following retirement.

Olympians have a special capacity to use the power and neutrality of sport for the good of society, employing its unique potential to foster social cohesion wherever it is needed. Olympians also personify the values of excellence, teamwork and discipline – they can serve as role models to help bring communities together, across all ethnic, religious and social divides.

**For more information:**

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