

WORLD OLYMPIANS ASSOCIATION APPOINT COMMUNICATIONS AGENCY MONGOOSE

The World Olympians Association (WOA), the alumni association for Olympians, has hired Mongoose Sports & Entertainment to provide communications support aimed at raising WOA's profile in the media, spreading the values of the Olympic Movement and assisting the growth of the worldwide WOA community.

Founded in 1995, WOA is an IOC recognised organisation supporting over 100,000 Olympians who have competed in either a Summer or Winter Olympic Games. The organisation works for the benefit of all Olympians at all stages of their lives, empowering them to make a difference in their local communities through projects that help make the world a better place through sport.

Mongoose, a leading integrated sports and entertainment marketing agency, will cover PR activities ranging from internal content creation to media relations and special projects. The new partnership's first major project will be the upcoming Olympic Winter Games Beijing 2022 where the focus will be on connecting Olympians around the world to the Games while building their communities through the strengthening of the National Olympians Associations and their networks.

WOA President Joël Bouzou OLY said: "With excitement growing towards Beijing 2022 we are delighted to have Mongoose on board just in time for this busy period. We believe our support for Olympians is more important than ever following the challenges of the last two years. This new partnership will strengthen our current media and sporting relationships while helping create many more."

Mongoose CEO, Chris O'Donoghue, added: "This is an exciting time to begin our new relationship with WOA and we look forward to kicking things off with the Winter Olympics next month. We're delighted to be contributing to the growth of the WOA community and helping to build awareness of the organisation and the many incredible Olympians from around the world."

Find out more about [World Olympians Association](#) and [Mongoose Sports and Entertainment](#).

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Notes to Editors:

About Mongoose

[Mongoose](#) is a leading integrated sports and entertainment marketing agency delivering specialist expertise for brands, rights holders, charities, and governing bodies. Creatively focused and commercially aware, our boutique, integrated agency approach delivers bespoke campaigns across PR, rights sales, sponsorship activation, digital and events. As part of MISSION Group PLC, a unique group of integrated and specialist marketing agencies, Mongoose is able to share resources, expertise, and a single vision – so clients get the benefit of working with a nimble and boutique agency that has all the power and scale of a multinational.

About the World Olympians Association

[WOA](#) is an IOC recognised organisation supporting the 100,000 Olympians worldwide. Its remit is to work for the benefit of all Olympians at all stages of their lives, empowering them to serve society and help make the world a better place through sport. With member National Olympians Associations spread across all five continents, WOA provides support to Olympian-run events and projects based on the Olympic ideals laid down by the founder of the modern Olympic Games, Pierre de Coubertin.

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