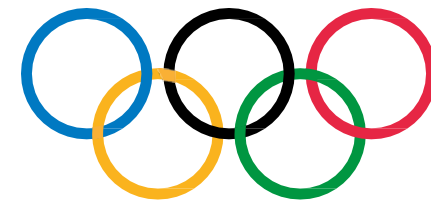




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OLYMPIANS FOR LIFE

Two photographs: One story of passion and determination.

The Olympic spirit lives on well beyond an Olympian's competition days.

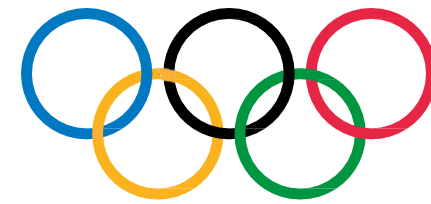
Some Olympians devote their lives to promoting peace, others fight for women's rights or to improve the lives of disadvantaged young people or to save the planet. They draw on their Olympic experience to help make the world a better place.

Developed in partnership between the World Olympians Association
and the International Olympic Committee.





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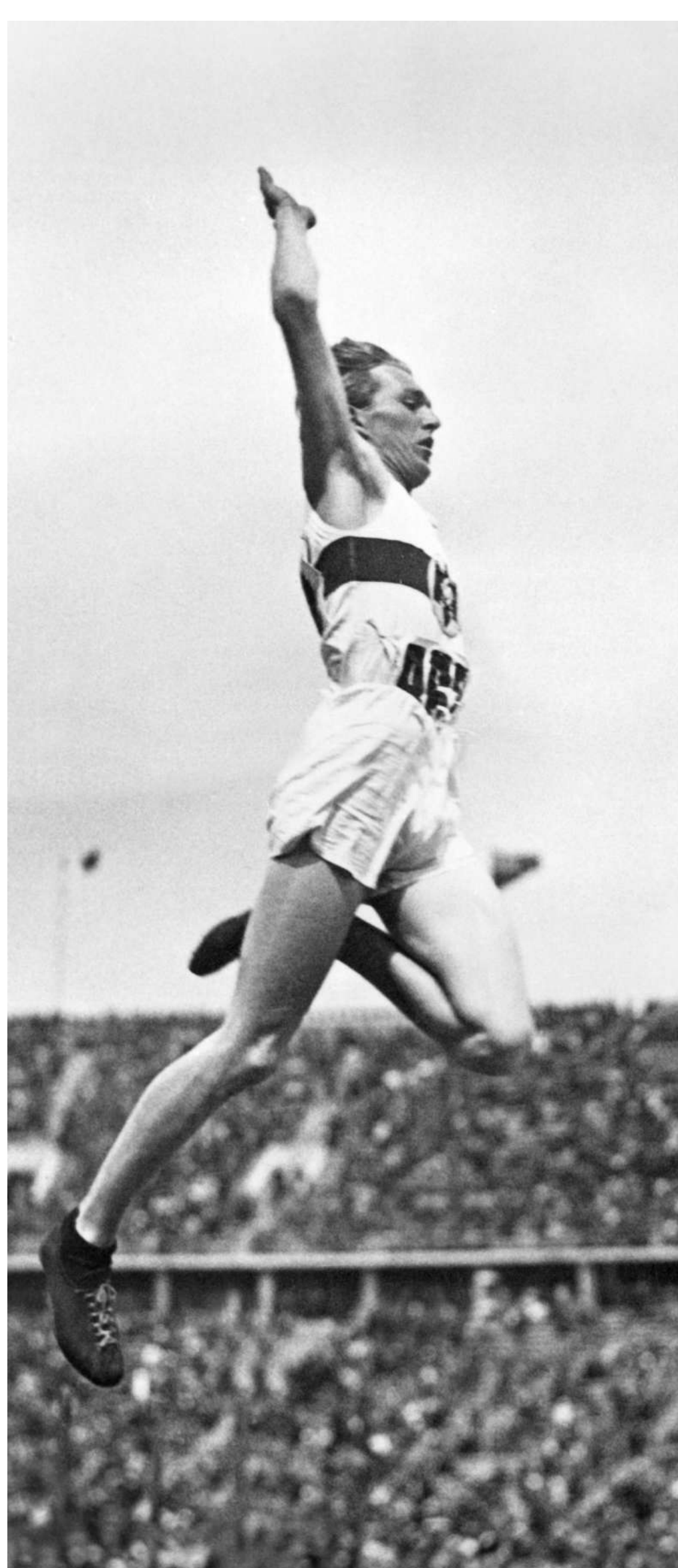
JESSE OWENS OLY (USA), LUZ LONG OLY (GER)

A FRIENDSHIP THAT CHALLENGED RACISM

Hitler hoped that the Berlin Olympics of 1936 would showcase Aryan racial superiority and race hatred as espoused by the Nazi Party. The athletes' actions delivered the Olympic ideals instead. It was Jesse Owens of the USA and Luz Long of Germany going head-to-head. One of Owens' four gold medals in Berlin was the long jump where Long took silver and was the first to congratulate Owens. They posed together for photos, gave interviews and walked arm-in-arm around the stadium.

Jesse Owens said after: "It took a lot of courage for him to befriend me in front of Hitler. I would melt down all the medals and cups I have and they wouldn't be a plating on the twenty-four-karat friendship that I felt for Luz Long at that moment."

Luz Long said: "I couldn't help it, I ran to him, being the first to congratulate him, embracing him, and he replied: 'You forced me to give my best!' For me, it is the highest recognition a sportsman can receive, to have pushed someone to their utmost."



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LUZ LONG OLY (GER)

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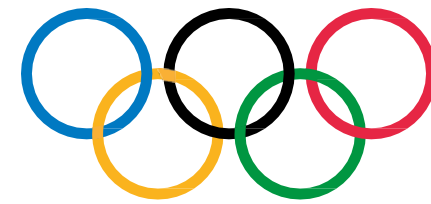
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AKIKO THOMSON-GUEVARA OLY
(PHI)

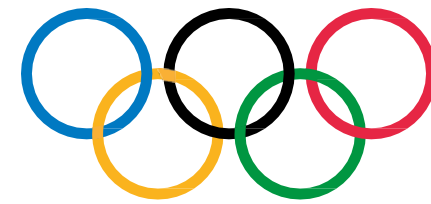
BRINGING JOY THROUGH SPORT
AND PHYSICAL ACTIVITY

“Organised sport is a novelty for street children. We wanted to create fun events that captured their imagination, ignited joy in their hearts and gave back to our community. So over the years we’ve run a number of clinics for children in the areas where they live. I don’t know who enjoyed the Childhope Sports Clinics more, the Olympians or the kids.”

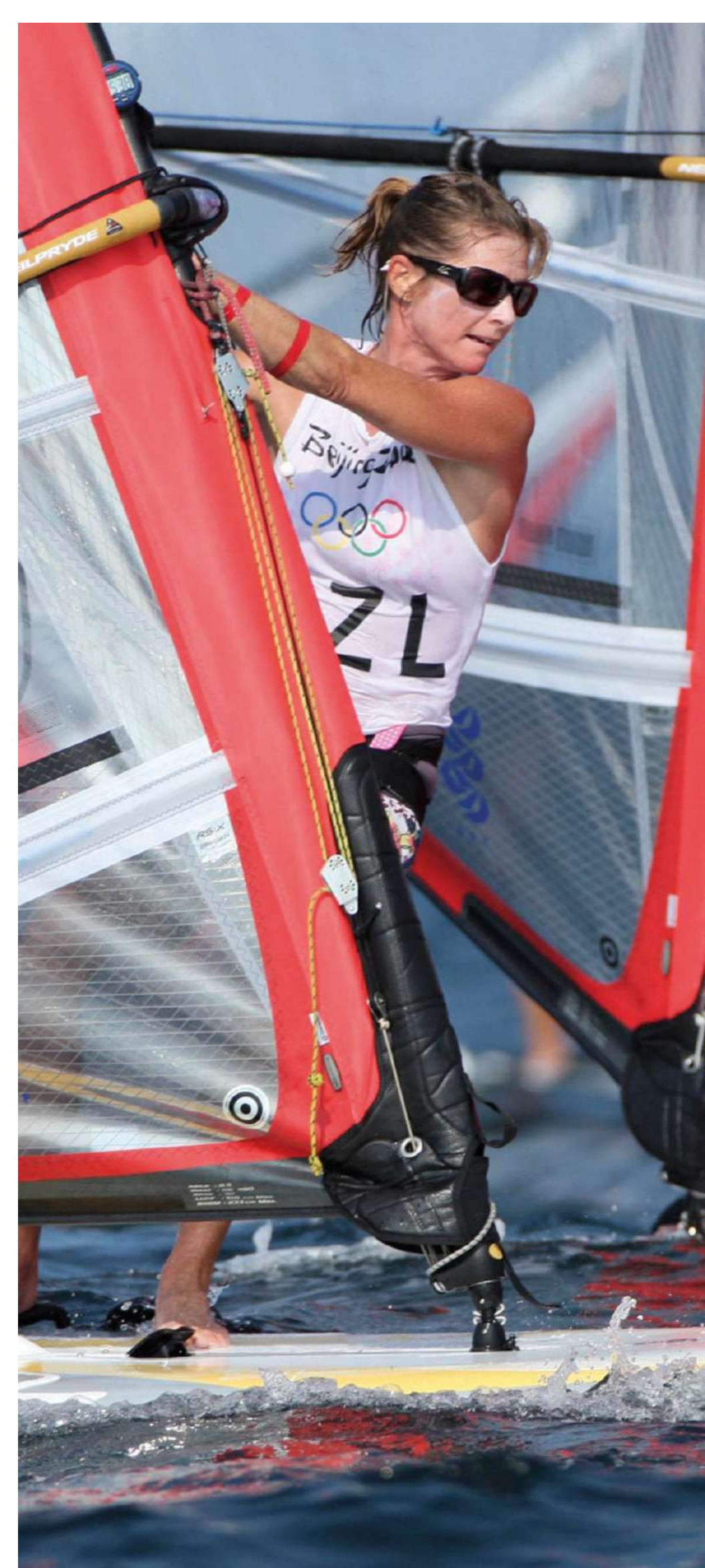




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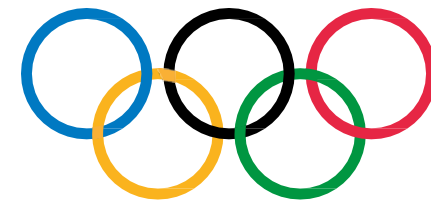
BARBARA KENDALL OLY (NZL)

MAKING SURE THE ATHLETES' VOICE
IS HEARD

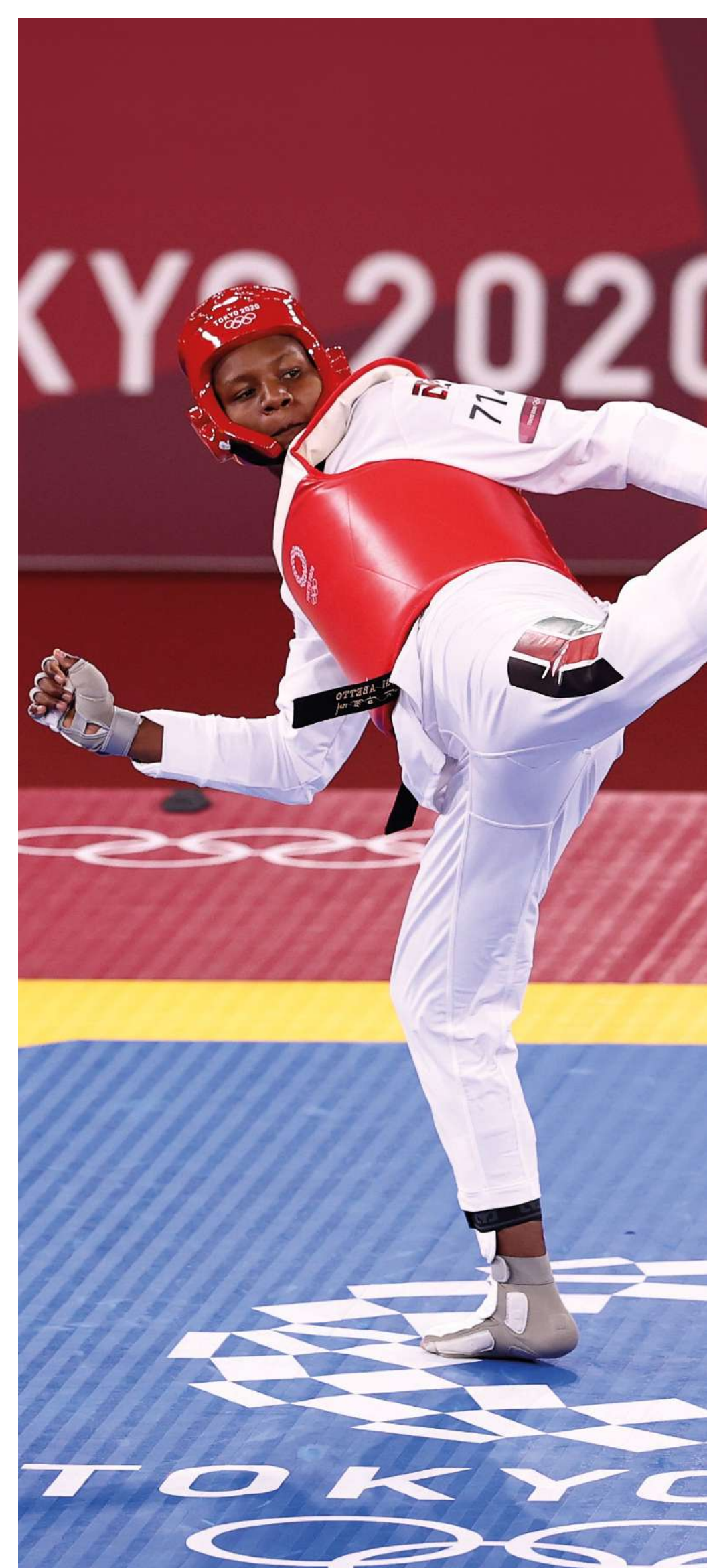
“As a five-time Olympian and Olympic Champion, I am committed to empowering others to achieve their full potential and to upholding the values and spirit of the Olympic Movement. Every challenge I’ve faced has strengthened my belief in the transformative power of sport and the importance of athletes’ voices in shaping our future.”



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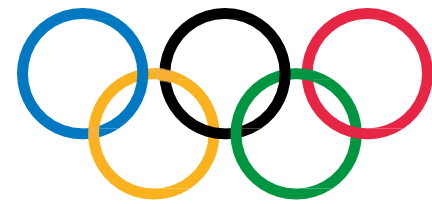
FAITH OGALLO OLY (KEN)

CLEANING UP TO SAVE THE PLANET

“Through sport and sustainability, I’ve learned that our actions today define our planet’s future. As an Olympian and environmental advocate, I am passionate about empowering communities and athletes alike, fostering resilience against climate change. By cleaning our environment and raising awareness, we build a healthier, safer world for everyone.”



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