



**OLYMPIC
DAY 2017**

#OlympicDay

The U.S. Olympic Committee would like
US SQUASH CLUBS
to participate in Olympic Day 2017



OLYMPIC DAY

encourages communities to incorporate the three Olympic Day Pillars of Move, Learn and Discover into their June programs. A few examples of events that your club could host would be: a day for the community to try the sport of squash, hosting a competition, or encouraging your members to learn about the history of the sport and how it has changed over the years.

HOSTING AN EVENT can be as simple as tagging Olympic Day onto an already existing event or creating a stand-alone event. There is no cost to host an Olympic Day celebration, and you could* have an Olympian or Paralympian attend your event! Upon registering for Olympic Day, we will provide you with an Olympic Day flag and Team USA stickers to distribute at your event. Be sure to register your event today!

HOST REGISTRATION



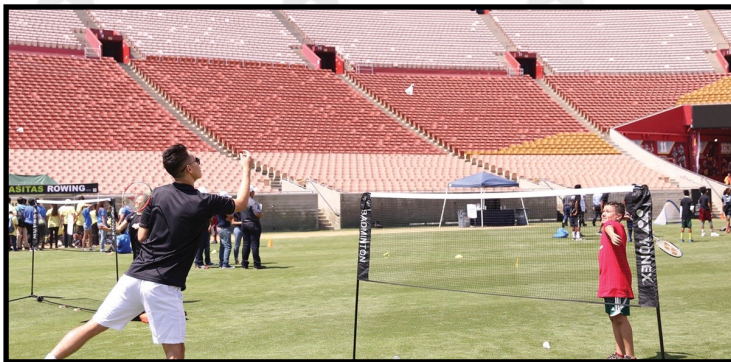
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WHAT IS OLYMPIC DAY?

Olympic Day, held annually on June 23, is celebrated by millions of people in more than 160 countries. Commemorating the birth of the modern Olympic Games in 1894, Olympic Day’s mission is to promote fitness, well-being, culture and education, while promoting the Olympic values of excellence, friendship and respect. The Olympic Day pillars – move, learn and discover – are promoted in every corner of the globe.

LAST JUNE, more than 870,000 Americans celebrated Olympic Day while participating in 2,120 events in 1,503 cities. With celebrations in all 50 states and 19 locations abroad, 2016 was a paramount success – making last year the most successful Olympic Day celebration in United States history.



Los Angeles, CA: Olympian Howard Shu (2016, Badminton) tossed a shuttle to a young athlete at the Los Angeles Memorial Coliseum. LA 2024 hosted an Olympic Day 2017 celebration that allowed children to learn more about different Olympic sports at the historic venue. Various other Olympians were in attendance to celebrate Olympism.

BENEFITS

- Possible* event participation from an Olympian, Paralympian, coach or hopeful
- Upon registration, all hosts will receive a complimentary Olympic Day flag and Team USA stickers for distribution at their celebration
- Association with the Olympic and Paralympic Movement
- Access to the [Virtual Toolkit](#), which includes event ideas, press release tips, printable certificates and more!
- Enhances programming at the local level
- Inspire club members to lead active healthy lifestyles

**An Olympian, Paralympian, coach or hopeful is not guaranteed for an event*

QUESTIONS?

Please e-mail us with any questions that you may have regarding Olympic Day at OlympicDay@usoc.org, or call the Olympic Day hotline at (719) 866-4535.



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