

THE OLYMPICTM BRAND

Faster, Higher, Stronger – Together

 VOL.1

FASTER

This is a story about going faster and a brand unlike any other. Epic in scale, global in reach, local in its many impacts and compelling in every detail.

 VOL.2

HIGHER

A perfect balance of body, mind and the shared emotional journey. The passion of Olympians, the awe of spectators, the joy of fans and the inspiration that fuels the world's most powerful humanity brand. Pushing limits higher than we ever thought possible.

 VOL.3

STRONGER

Each edition of the Olympic Games strengthens our brand, with every host making it richer and more diverse. We are united by a global spirit; diversity doesn't just reflect who we are – it defines what makes us stronger.

 VOL.4

TOGETHER

Together we make the Olympic brand – an entire community contributing to the Olympic Movement. This is a thank you to all those who define and uphold our shared identity, and an opportunity to amplify their voices.



FASTER

Faster, Higher, Stronger – Together



The Olympic brand is one of the most recognisable in the world. It represents the values that define us in the Olympic Movement – excellence, respect, friendship, solidarity and peace – brought to life through the power of sport. More than a symbol, it is a reflection of who we are and what we stand for.

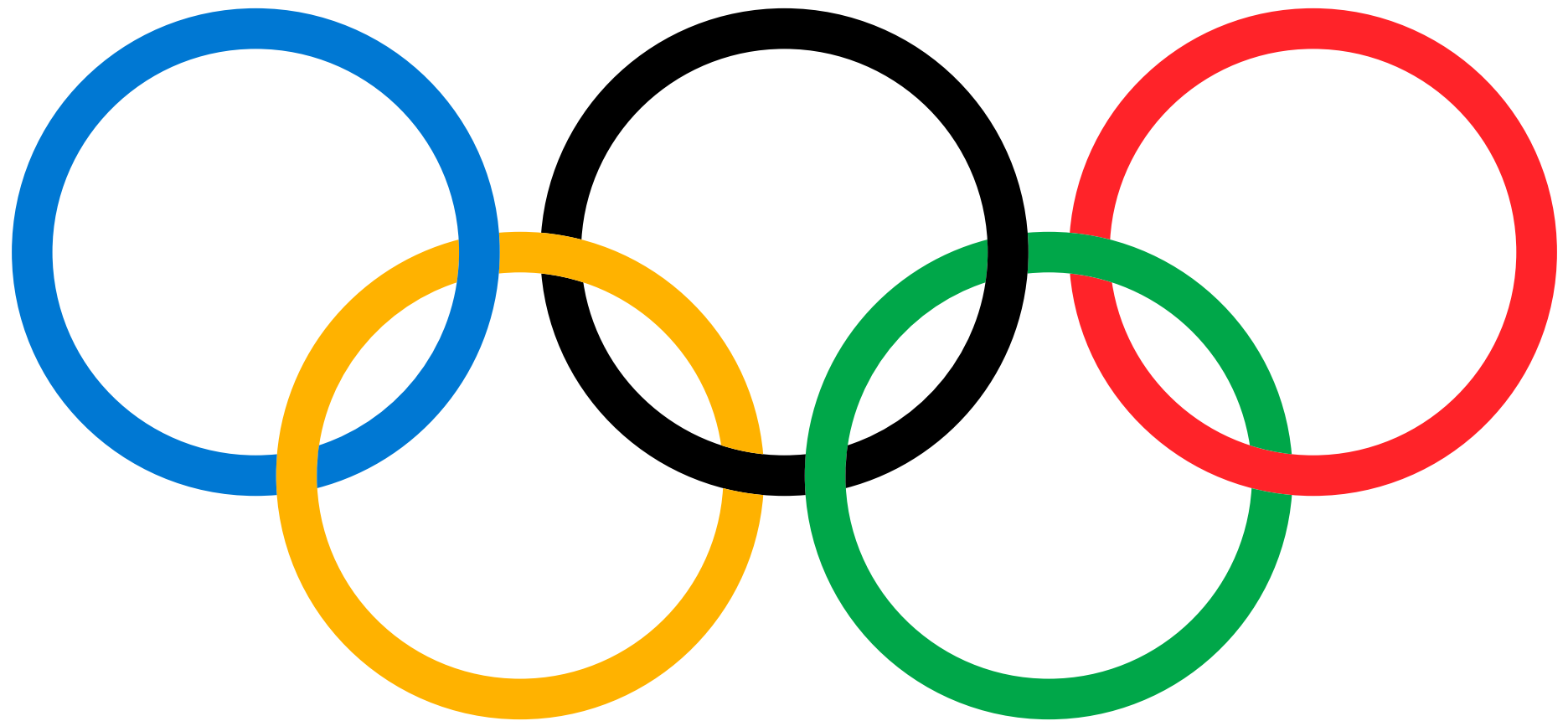
This publication captures the uniqueness of our shared identity and pays tribute to the entire Olympic Movement – athletes, National Olympic Committees, International Federations, Organising Committees for the Olympic Games and partners – who bring these values to life every day. Thank you for being part of this journey.

As guardians of Pierre de Coubertin's vision, we have a duty to uphold and unite around these values, which remind us that we are part of something greater than ourselves. With humility and dignity, let us carry this responsibility forward in the true Olympic spirit:
Faster, Higher, Stronger – Together.

We are sport
We are a movement
We are global
We compete for peace
We live in solidarity

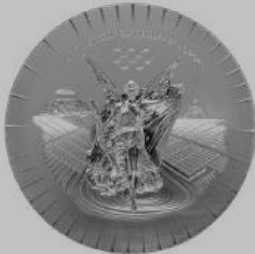


Thomas Bach
IOC President





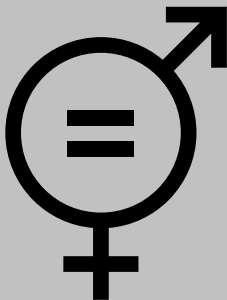
1896
The dawn of a new era. Fourteen nations and 241 athletes competed in the first modern Olympic Games in Athens, Greece. Pierre de Coubertin is elected as the 2nd President of the International Olympic Committee.



Today
10,813 athletes from the territories of 206 National Olympic Committees (NOCs) and the Refugee Olympic Team competed at the Olympic Games Paris 2024.



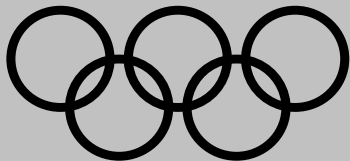
1900
The first female gold medallist at the Olympic Games was Hélène de Pourtalès, an American-born sailor who represented Switzerland at the Olympic Games Paris 1900.



Today
The Olympic Games Paris 2024 achieved full gender parity when the IOC distributed an equal number of quota places to female and male athletes.



1913
The Olympic rings were publicly presented for the first time in 1913. The Olympic flag was created for the Olympic Jubilee Congress in 1914 and appeared at the Games of the VII Olympiad Antwerp 1920.



Today
The Olympic symbol expresses the activity of the Olympic Movement and represents the union of the five continents and the meeting of athletes from throughout the world at the Olympic Games. Research commissioned by the IOC shows that eight in every ten people recognise the Olympic rings when they see them.



1924
Chamonix hosted what would subsequently become known as the first Olympic Winter Games.



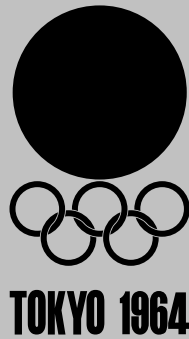
Today
By Milano Cortina 2026, there will have been 25 Olympic Winter Games.



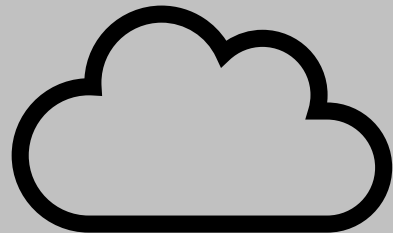
1956
The Games of the XVI Olympiad Melbourne 1956 were the first to be held in the southern hemisphere.



Today
In 2026, the Dakar Youth Olympic Games will be the first Games to be held in Africa.



1964
For the first time, satellite broadcasts were used to relay images overseas thanks to satellites Syncom III and Relay I.



Today
Cloud computing allowed billions of viewers in more than 200 countries to enjoy the Olympic Games Paris 2024.



1981
Pirjo Häggman and Flor Isava Fonseca became the first female members of the International Olympic Committee.



Today
On 20 March 2025, Kirsty Coventry of Zimbabwe was elected as the 10th President of the International Olympic Committee, and the first female President in IOC history and the first from Africa.

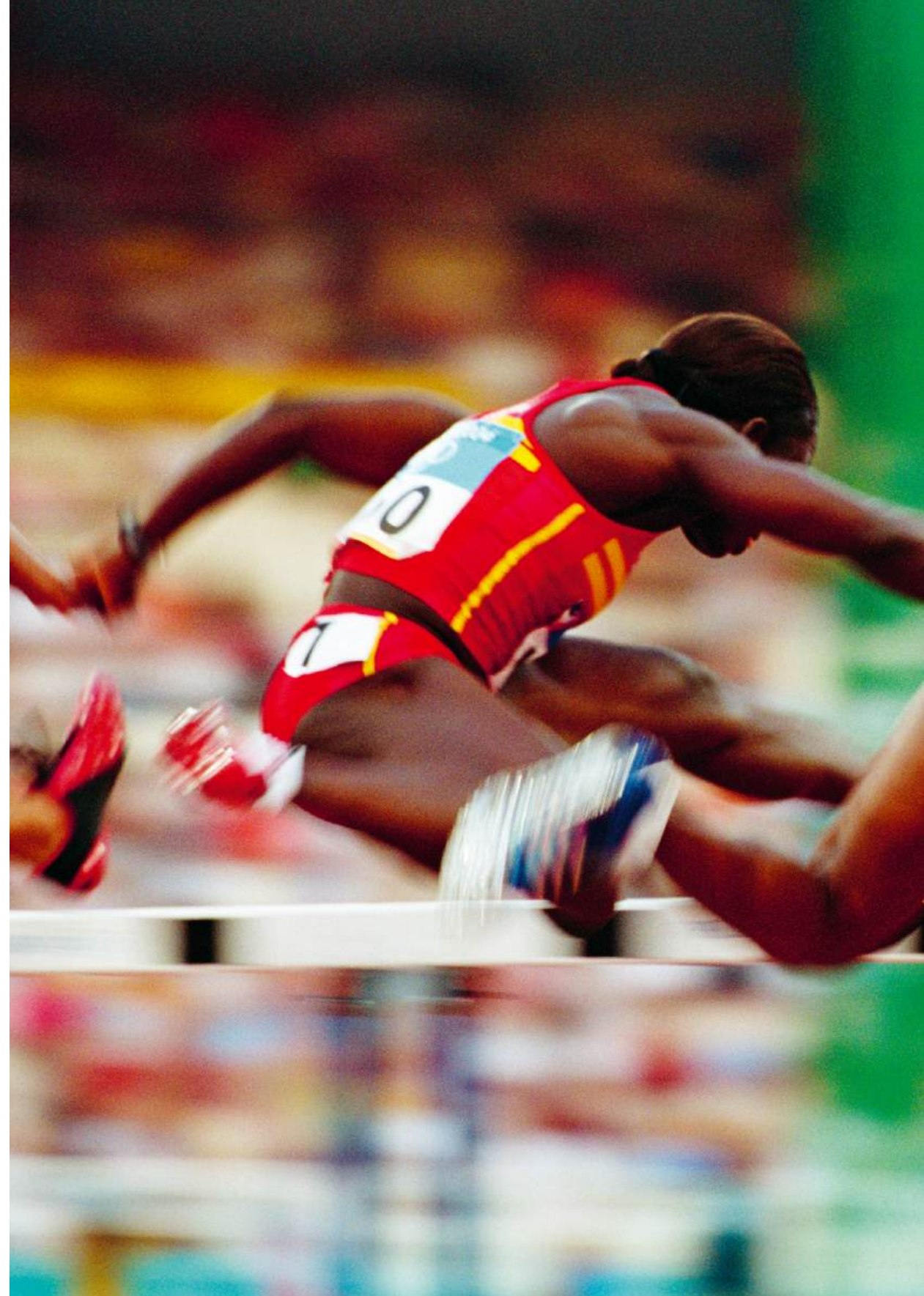


2016
A Refugee Olympic Team, composed of 10 athletes, competed at the Games of the XXXI Olympiad Rio 2016 – a first in Olympic history.



Today
By the Olympic Games Paris 2024, the Refugee Olympic Team had grown to include 37 athletes from 11 different countries, including boxer Cindy Ngamba, who won a bronze medal – the team's first.

**This is a
story about
going faster**



It charts the evolution of a
unique humanity brand that
reflects and serves a rapidly
changing world



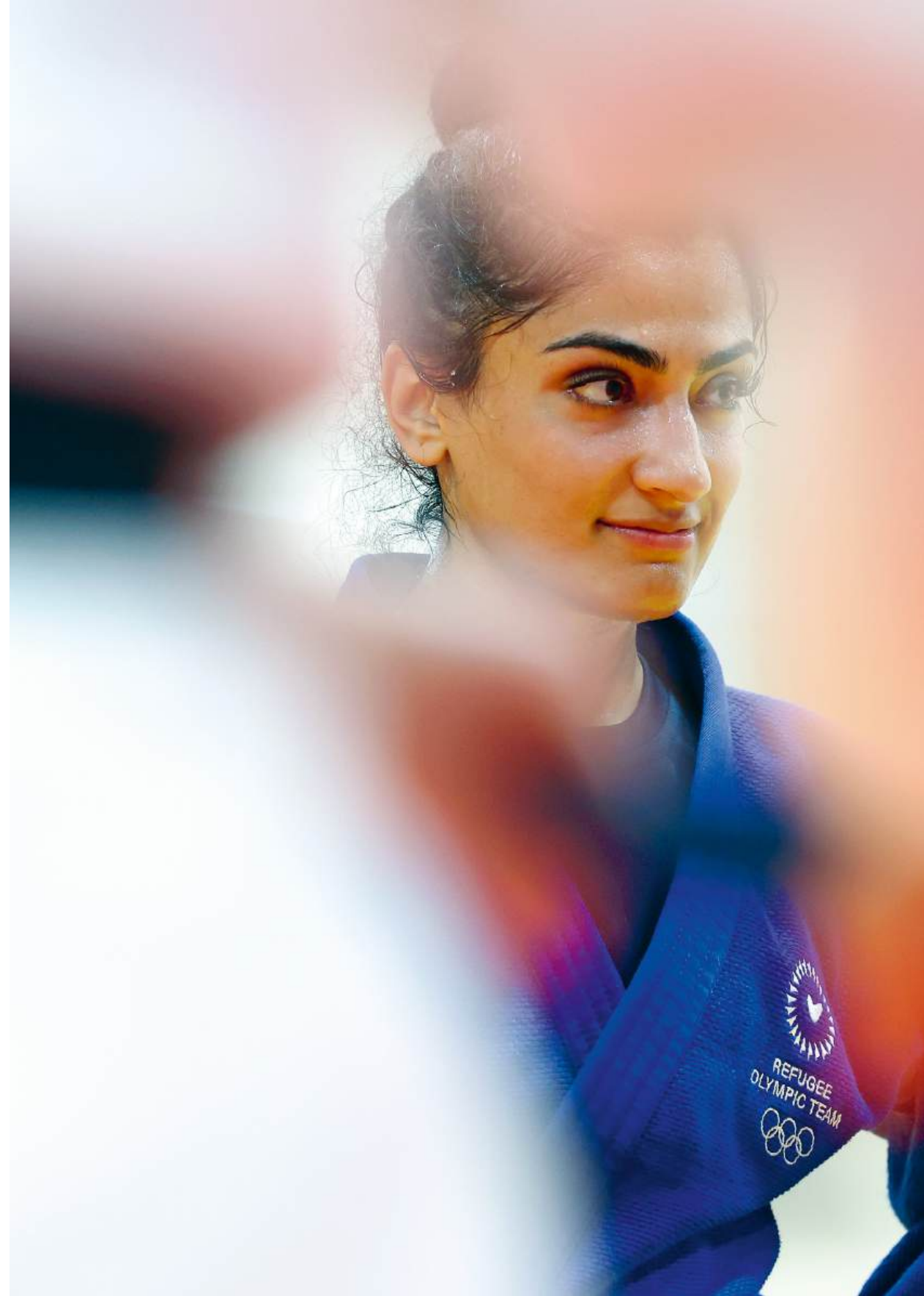
This is a brand story unlike
any other, epic in scale,
global in reach, local in
its many impacts and
compelling in every detail



Long-running



Life-changing





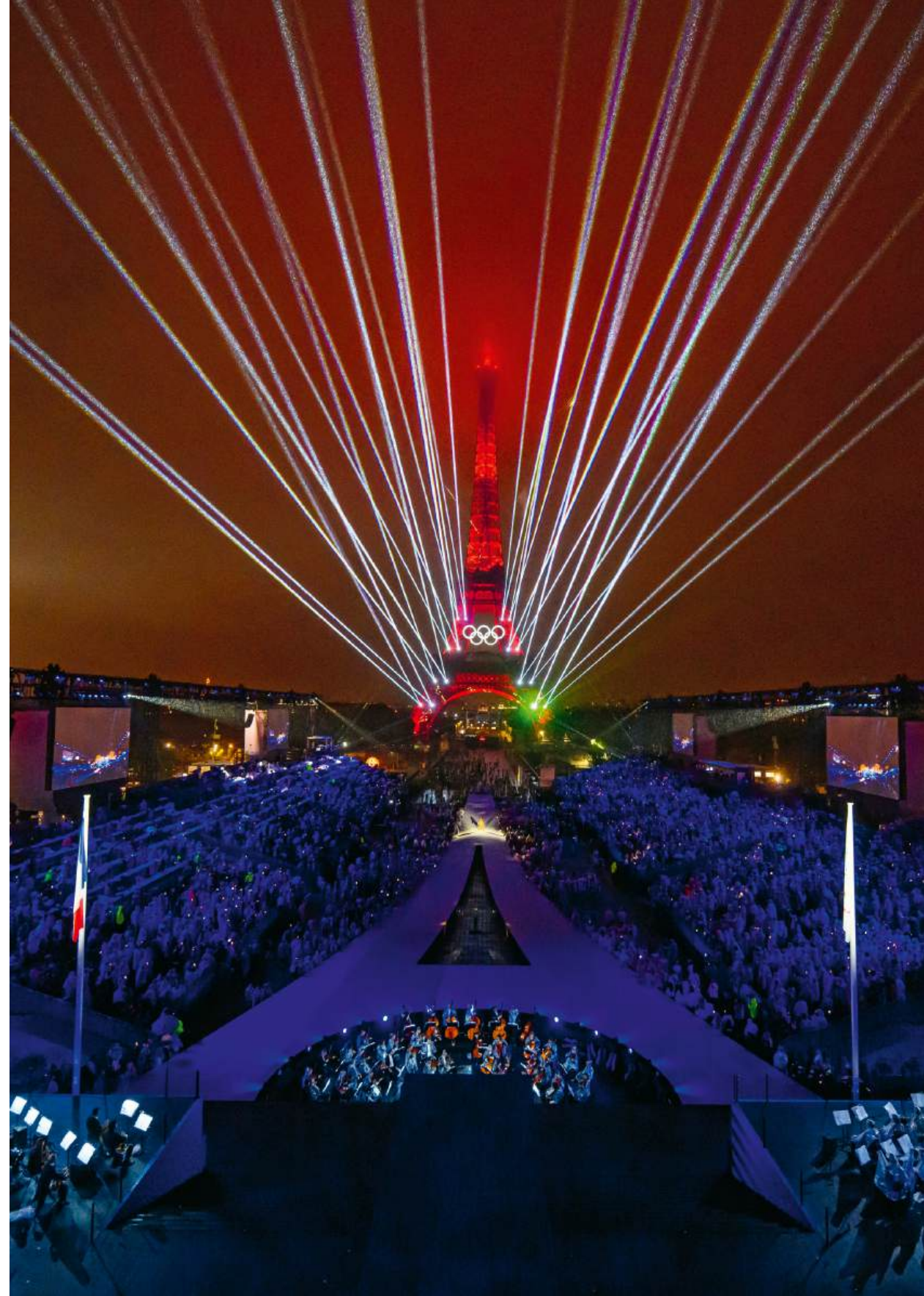
Life-affirming

Full of twists



and turns

This is the story of the Olympic Movement



A brand built on
timeless human truths

Our innate competitiveness
and natural compassion



How the
best in each
of us can
enrich all
of us



**How sport
can speak up
for harmony**

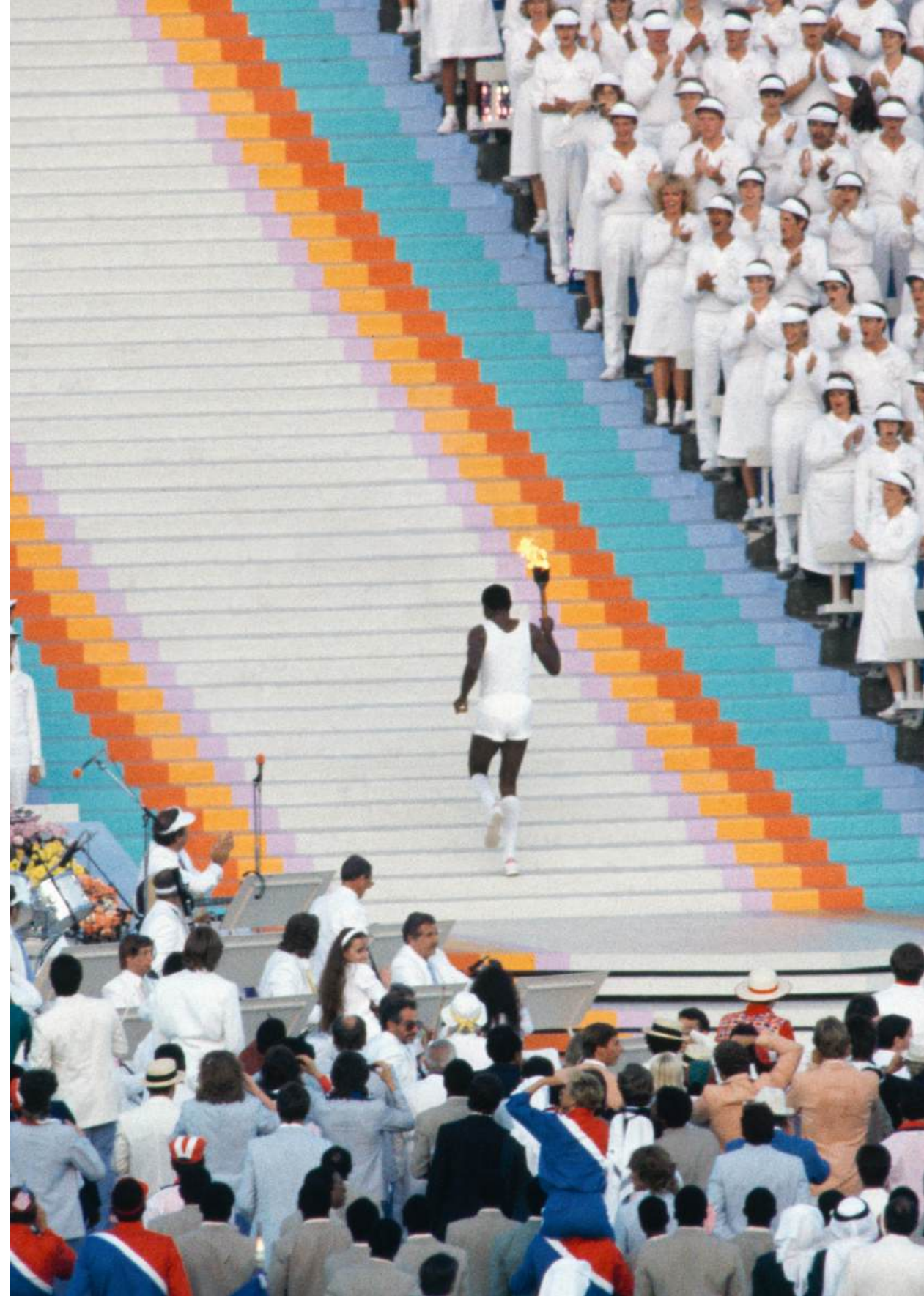
**in a world
of discord**



A vision multiplied and
magnified over time
through the achievements
of elite athletes and
thousands of unsung
heroines and heroes



**This is an
origin story
that spans
the past,
present
and future
across three
millennia**



Sport as a religious ritual
in Ancient Greece, sport to
unite nations at the close
of the 19th century



**Sport
building
solidarity
and sparking
positive
change
today**

and



tomorrow

The Olympic Movement’s continuing ‘origin story’ is unique. It’s a story written collectively by millions of contributors, and one that continues to evolve in surprising ways.

The chapters behind us deal with many triumphs but also some tribulations. If you’ve ever felt the thrill of sporting competition, as a participant or a spectator, it’s your story too.

As Pierre de Coubertin said, “The important thing in life is not the triumph, but the fight; the essential thing is not to have won, but to have fought well.”

776 BC – AD 393 / Olympia
Games to honour a god

It all began in Greece. In 776 BC at Olympia, a sacred site where the god Zeus was worshipped. To honour and appease Zeus, the Greeks held athletic events and rituals at this sacred location every four years.

These Games were vigorous events, marked by sweat and often blood. Open to all male Greek citizens, they attracted crowds of close to 40,000 people and featured a five-day programme of athletic endurance. Those attending enjoyed boxing (without weight classifications), various running and throwing events, and equestrian events.

Olympic champions were presented with olive wreaths and enjoyed widespread fame and adoration. The ancient Games ran from 776 BC to AD 393 and only ended when Roman Emperor Theodosius I, a Christian, condemned the worship of Zeus and abolished what he viewed as a 'cult' activity.

The athletic complex at Olympia, situated around 300km southwest of Athens, rapidly fell into disrepair. Earthquakes reduced its once impressive infrastructure to ruins, and these ruins gradually disappeared under the earth. No trace of Olympia remained, and the Games lay dormant for more than a millennium.

1894 / Paris
Baron Coubertin’s vision comes true

Fast forward over 1,000 years from the last Games held at Olympia to Paris, France, in 1894. A Frenchman, Baron Pierre de Coubertin, secretary general of the Union of French Athletic Sports Societies, sent out a great many letters of invitation to sports organisations and clubs across France and in Belgium, Great Britain and Ireland, Greece, Italy, Russia, Spain, Sweden and the United States of America.

These letters invited the recipients to join Coubertin at what was finally named the ‘International Congress of Paris for the Re-establishment of the Olympic Games’ on 16 June 1894, at the Sorbonne University in Paris. The impetus for Coubertin’s invitation was a revivalist vision – the creation of modern Olympic Games, inspired by those celebrated in Ancient Greece, which would be held every four years. Not to honour Zeus, but to achieve far loftier ambitions – bringing together athletes and spectators to create and expand friendly relationships through mutual understanding.

Intrigued by his invitation, 58 French delegates representing 24 sports organisations and clubs, alongside a further 20 delegates from outside France, joined Coubertin in Paris on the opening day of the Congress, 16 June. Amongst these 78 delegates were six future Nobel Peace Prize winners.

At the Congress, Coubertin outlined his vision for the rebirth of the ancient Games in a rousing manifesto. He talked passionately about how modern advancements were inexorably propelling human progress and innovation forward. In the same spirit, he argued that ‘athleticism’ should also evolve into something greater, and that the pursuit of individual excellence could unite the peoples and nations of the world.

Just one week later, on 23 June, the delegates at this first Congress unanimously voted to revive the Olympic Games.

Following this, they established the International Olympic Committee and agreed that the first modern Olympic Games should be held in 1896 in Athens, Greece.

1896 / Athens
The Games of the I Olympiad

After 1,500 years, the Olympic Games returned to Greece; to the Panathenaic Stadium in Athens, specially renovated for the occasion. They attracted capacity crowds and featured 241 male athletes from 14 countries, who competed in 43 events across nine sports.

An estimated 100,000 people lined the streets of Athens to watch the last few kilometres of the marathon, which was won by Spyridon Louis, a 24-year-old Greek shepherd with no formal athletic training.

1896 and beyond
More than 29 Olympic Summer Games and 24 Olympic Winter Games have been held since 1896, and 30 Paralympic Games from 1960 onwards.

The Games have not only survived but thrived. And Coubertin’s vision of achieving wider positive change through sport has been realised.

The Olympic Movement stays true to his ideals today, despite the need to move with the time – or perhaps because of the need to do so. An unpredictable world has kept us on our collective toes.

Our list of achievements includes many notable firsts, but there have also been tragedies, challenges and controversies at a number of Games, some of which are still discussed to this day.

These remind us just how intertwined with recent history and current events the Olympic Games are. They also highlight the Games’ resilience and resolve in the face of adversity. The Olympic Movement has grown from strength to strength in response to the challenges it has faced. What truly tests us only makes us stronger.

This is a
story about
foundations



Foundations that give
the Olympic Movement
power and purpose,
relevance and resilience



**Our
crystalline
vision**

**Bright,
Inspiring,
Enduring**



Building a
better world
through
sport



With three
unifying
values that
guide the
way we
engage with
the world

Excellence
Respect
Friendship



A coherent
philosophy
of life



Body, will
and mind
in balance
through the
practice of
Olympism



The joy of effort,
social responsibility,
strong ethical principles



The Olympic brand isn't static. It's always moving forward, evolving in step with a fast-changing world. Yet, at the same time, staying true to Coubertin's foundational idea.

A brand as fleet-footed as a sprinter and agile as a gymnast, yet firmly grounded like a hammer thrower or weightlifter. How is this possible? Because the foundations of the Olympic Movement tap into fundamental human drives and emotions – the very best in all of us.

Right now, as the world spins in more challenging ways, these human attributes are still at the heart of what our Olympic Movement stands for.

They underpin how it's governed. They steer the way it expresses itself – both through the world's greatest sporting spectacle and the thousands of beneficial acts that exemplify 'Olympism' every day.

Philosophy
'Olympism'

Olympism is a philosophy of life that evolved from what Coubertin often called the 'Olympic Idea'. In essence, Olympism exalts the achievement of balance between the body, will and mind.

By blending sport, culture and education, it promotes and celebrates a lifestyle based on the joy of effort, the benefit of setting 'a good example', social responsibility and respect for universal human rights and ethical principles.

Olympism isn't self-centric. Its goal is to use sport to support the harmonious development of humankind. It proudly promotes peace and the preservation of human dignity.

Vision
Building a better world through sport

This vision is rooted in the belief that Olympism has the power to unite us. We aspire to create a world where everyone – regardless of gender, race or culture – has the greatest opportunity to participate.

A world which, beyond the field of play, positively inspires communities, fosters healthy lifestyles and supports sustainability. That broadens the definition of winning far beyond sport and encourages us all to go for gold.

Values
Excellence. Respect. Friendship.

At the heart of Olympism stand three core values. Together, they form the foundation on which the Olympic Movement is built, and they radiate throughout the Olympic Movement to provide a constant reminder of how we can build a better world.

These values have evolved from those originally set out in the Olympic Charter of 1908, which were to 'encourage effort', 'preserve human dignity' and 'develop harmony'.

Today, we express them in more contemporary terms.

Striving for excellence and encouraging people to be the best they can be.

Demonstrating respect in many ways: respect for yourself, the rules of your sport, your opponents, the environment and fellow citizens.

And celebrating friendship, which is quite unique to the Olympic Games. This encapsulates the idea of setting your rivalries aside, because there is more that unites us than divides us.

Vehicle
The Olympic Movement

A global network of organisations, committees, corporations, sponsors and individuals committed to sport and the ideas and values that form the foundations of Olympism.

Code and rules
The Olympic Charter

The Olympic Charter codifies the Fundamental Principles of Olympism and provides the rules and guidelines that govern the Olympic Movement and the organisation of the Olympic Games.

The Charter is revised regularly to reflect the evolution of sport and in response to specific challenges, for example doping and governance issues.

Organisation
The International Olympic Committee

The International Olympic Committee (IOC) is the guardian of the Olympic Games and the leader of the Olympic Movement. Established on 23 June 1894, the IOC is a not-for-profit, civil, non-governmental, international organisation.

Based in Lausanne, Switzerland, the Olympic Capital, it is entirely privately funded and distributes 90% of its revenues to the wider sporting world, for the development of sport and athletes at all levels. Part of this 90% goes straight to athletes, and their coaches and support teams, through Olympic Solidarity programmes. These programmes give them the financial and technical support they need to train, compete, and grow – while also helping to ensure their teams and NOCs are equipped to face today's challenges. The focus is especially on athletes from countries with fewer resources.

A truly global organisation, the IOC acts as a catalyst to bring together all Olympic stakeholders, including the athletes, the National Olympic Committees, the International Federations, Organising Committees for the Olympic Games, Media Rights-Holders, Worldwide Olympic Partners and domestic partners.

It also collaborates with public and private authorities including the United Nations and other international organisations. The IOC's mission is to promote Olympism throughout the world and lead the Olympic Movement.

It oversees each Olympic Games and co-ordinates all Olympic-related sporting, cultural and educational activities.

The Olympic Movement
How it all fits together

IOC Members
IOC Members are volunteers. They represent the IOC and the Olympic Movement within their home nations but do not act for their home nations within the IOC.

Members also vote on key decisions, including the election of Olympic hosts, the IOC President, the IOC Executive Board and new IOC Members. They are selected for their experience and expertise and elected for a renewable period of eight years. The number of Members is limited to 115.

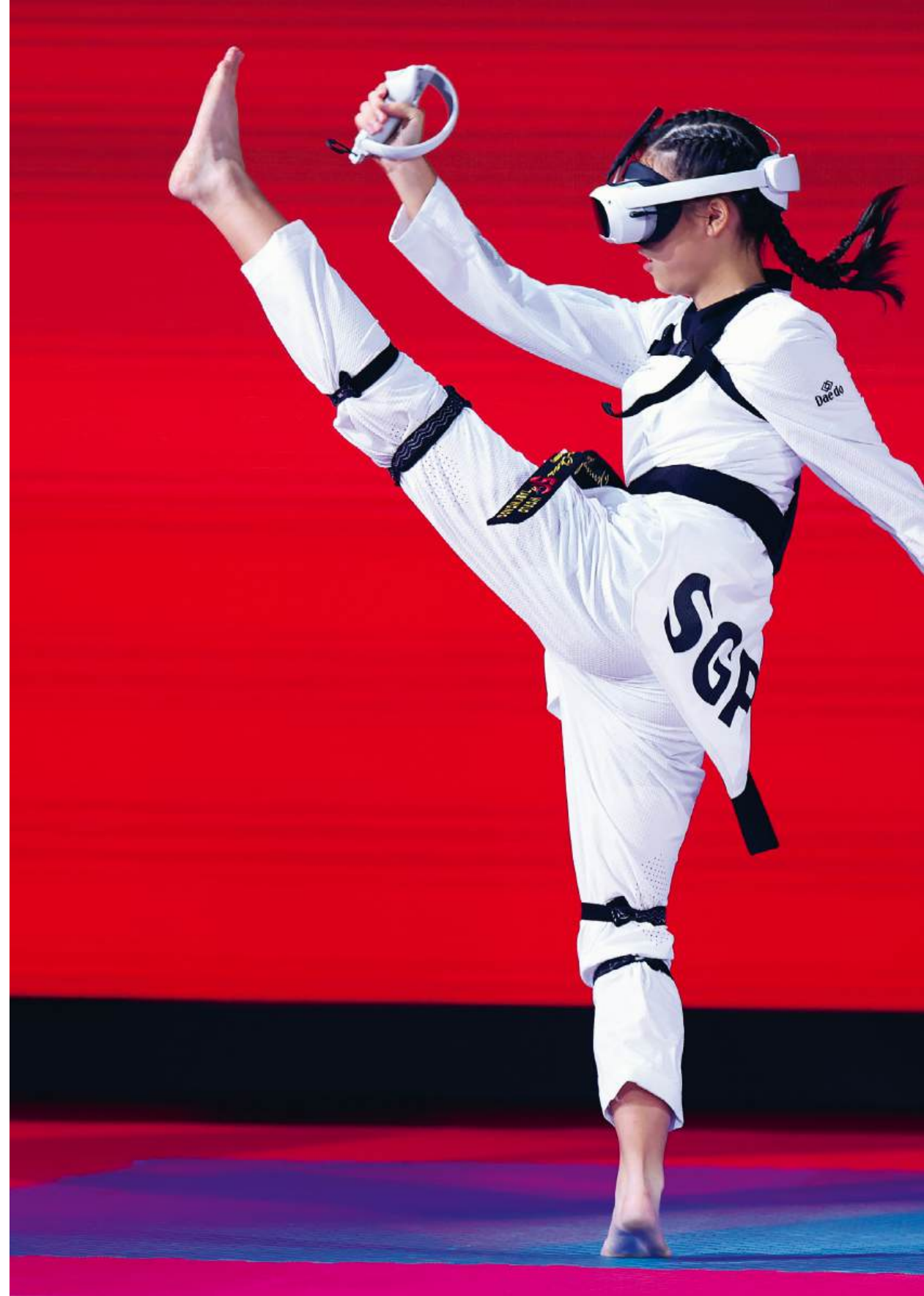
National Olympic Committees
There are 206 recognised National Olympic Committees that participate in the Olympic Games. The mission of an NOC is to develop, promote and protect the Olympic Movement in their respective countries, to encourage the development of high-performance sport as well as sport for all.

The NOCs have the exclusive authority for the representation of their respective countries at the Olympic Games and for selecting a host that can apply to organise the Olympic Games. The NOCs must preserve their autonomy and resist pressures of any kind that may prevent them from complying with the Olympic Charter.

Organising Committees
These committees are created by the cities, regions or countries chosen to host the Games. The Organising Committee, made up of experts, plans every aspect of both the Olympic and Paralympic Games, securing funding, preparing the facilities, organising the sporting and cultural events, and getting the host ready to welcome the world.

International Federations
These federations uphold the fairness of the Olympics and govern the rules of each sport. They're responsible for overseeing every technical aspect, establishing eligibility for the competitions, and working together with the IOC to fight against all forms of doping and discrimination.

This is a
story about
how the
Olympic
Movement
champions
innovation



**Bold investments in sport,
culture and education**

**Direct action for greater
diversity, equity and inclusion**



Targeted
support for
those with
the greatest
need



The modern Olympic Games stemmed from Pierre de Coubertin's innovative thinking in the 1890s, and today we are still ready to challenge the status quo in pursuit of the Olympic vision.

Innovation through sport can help us overcome barriers, meet unmet needs and spark transformation in communities worldwide. This innovation takes various forms and involves collaborations with many partners – including AI pioneers, social entrepreneurs and for-good businesses. Our focus is on environmental sustainability, technology and social impact.

Environmental sustainability
The Olympic vision is to build a better world through sport, so we cannot ignore the threat of global warming. We have a responsibility and an opportunity to help create a sustainable future. Olympic Agenda aims to minimise our carbon footprint and maximise our positive impact in environmental, social and economic spheres.

As an organisation, we're committed to reducing our direct and indirect carbon emissions by 50% by 2030, in line with the Paris Agreement on Climate Change. Paris 2024 cut the Games' footprint by half compared to London 2012 and Rio 2016, becoming the first Olympic Games aligned with the Paris Agreement.

The Olympic Forest project in Africa contributes to the Great Green Wall initiative. This aims to restore degraded landscapes in Mali and Senegal by replacing 400,000 native trees in 125 villages, during the build-up to the Youth Olympic Games Dakar 2026.

We also encourage Olympic Movement stakeholders – hosts, sponsors, fans and others – to play their part in addressing climate change.

Technology
Technology has played an enabling role in the evolution of the Olympic Games and, in turn, the needs of athletes, organisers, broadcasters and others have inspired technical innovation. To give two examples, the impetus to record performance times more accurately has taken us from hand-wound stopwatches to time-keeping systems powered by AI and smart cameras that can measure time to a thousandth of a second. And our broadcasting capability has expanded from limited local television broadcasts to almost universal accessibility via cloud-based technology.

Artificial intelligence is redefining how sport is delivered, experienced and governed. Through its Olympic AI Agenda, the IOC has set out a strategic framework to responsibly deploy AI in ways that unlock its transformative potential but also safeguard fairness, integrity and inclusion.

Since launching the Agenda in April 2024, the IOC has delivered more than 13 AI initiatives. These include real-time cyber abuse detection, AI-assisted judging in diving, and chatbots that provide customised support through Athlete365, the official community for elite athletes and Olympians. In addition, AI technology was used to improve operational sustainability at the Olympic Games Paris 2024, for which it also provided more than 100,000 automated highlights and colourised historical footage to enrich fan engagement worldwide.

Looking ahead, the IOC is scaling up its AI ambition. Dedicated AI assistants are being developed to serve National Olympic Committees, Organising Committees, athletes and fans. It's also expanding its work in AI-powered performance analysis, digital education and talent identification. During the build-up to the Youth Olympic Games Dakar 2026, a pilot project is testing the potential of a custom-built AI tool to help National Olympic Committees identify and nurture future Olympians.

The Olympic Movement is further embracing the digital age and reasserting its relevance with the launch of the Olympic Esports Games. They are due to be held in Riyadh, Saudi Arabia, in 2027, marking a significant step in the integration of esports into the Olympic tradition.

Social and cultural impact
Our determination to reach beyond the Olympic community to promote the philosophy of Olympism, more widely has also sparked innovation. Facilities such as the International Olympic Academy in Greece, the Olympic Museum in Lausanne and our 70 Olympic Studies and Research Centres are transforming their capacity to forge cultural connections by embracing remote engagement and learning methods.

Having a positive impact on society is integral to our Olympism365 strategy, which unites many social impact initiatives and diverse organisations behind a common purpose: sport for sustainable development, sport for common good, sport for a better world, every day, everywhere. Through Olympism365, the IOC also supports the United Nations' 17 Sustainable Development Goals, through which Member States have committed to strive for peace and prosperity for people and the planet.

We're activating Olympism365 in many ways, using sport to advance health, education, livelihoods, equality and safer and more peaceful communities. One example is the Olympism365 Innovation Hub. This collaboration with Beyond Sport and Women Win gives innovators and entrepreneurs the resources to develop and scale up sport-rooted projects that can provide sustainable social benefits.

Through the IOC Young Leaders Programme, we are nurturing young people to become role models and harness the power of sport to drive positive change in local communities.

Olympic Solidarity provides vital funding via National Olympic Committees to support promising athletes from diverse social and economic backgrounds. It is also driving greater sports participation and enabling more people to benefit from Olympic and values-based education. This concept was innovative when launched in 1961 and remains unique today.

Through the Olympic Refugee Foundation, we're shaping a movement to ensure young people displaced from their home communities and countries can find ways to thrive through sport. And our Refugee Olympic Team is helping to change attitudes towards the mass displacement of people. The Refugee Olympic Team at the Olympic Games Paris 2024 comprised 37 athletes, who collectively represented more than 100 million forcibly displaced people worldwide.

We not only embrace but also celebrate innovation in sport. Since 1948, we've run Olympic Day on 23 June to mark the date the IOC was founded in 1894. Today, this event, which is organised by many National Olympic Committees around the world, encourages mass participation in sport and physical activity of all kinds.

**This is a story
about fresh
starts**



About the bold
decisions and myriad
acts of compassion that
will help us make the
Olympic vision a reality



For every
global
citizen
through
successive
generations





The beginning



HIGHER

Faster, Higher, Stronger – Together

Olympians seek the
perfect balance of body
and mind, pushing limits
higher than we ever
thought possible

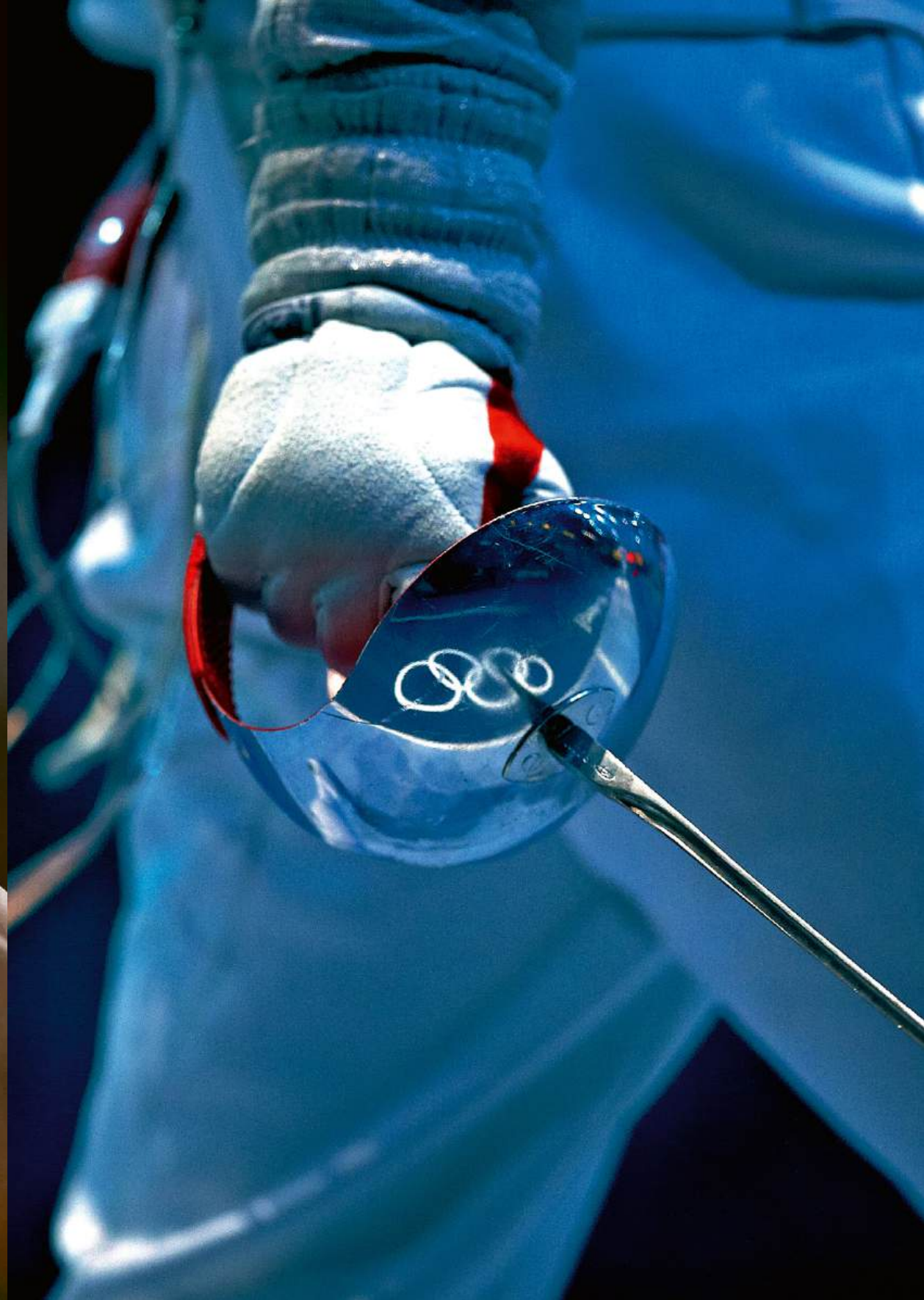
Feel the passion

that fuels dedication











Embrace the journey

and find joy in the challenge











Surpass your best

then surpass it again











Face the elements

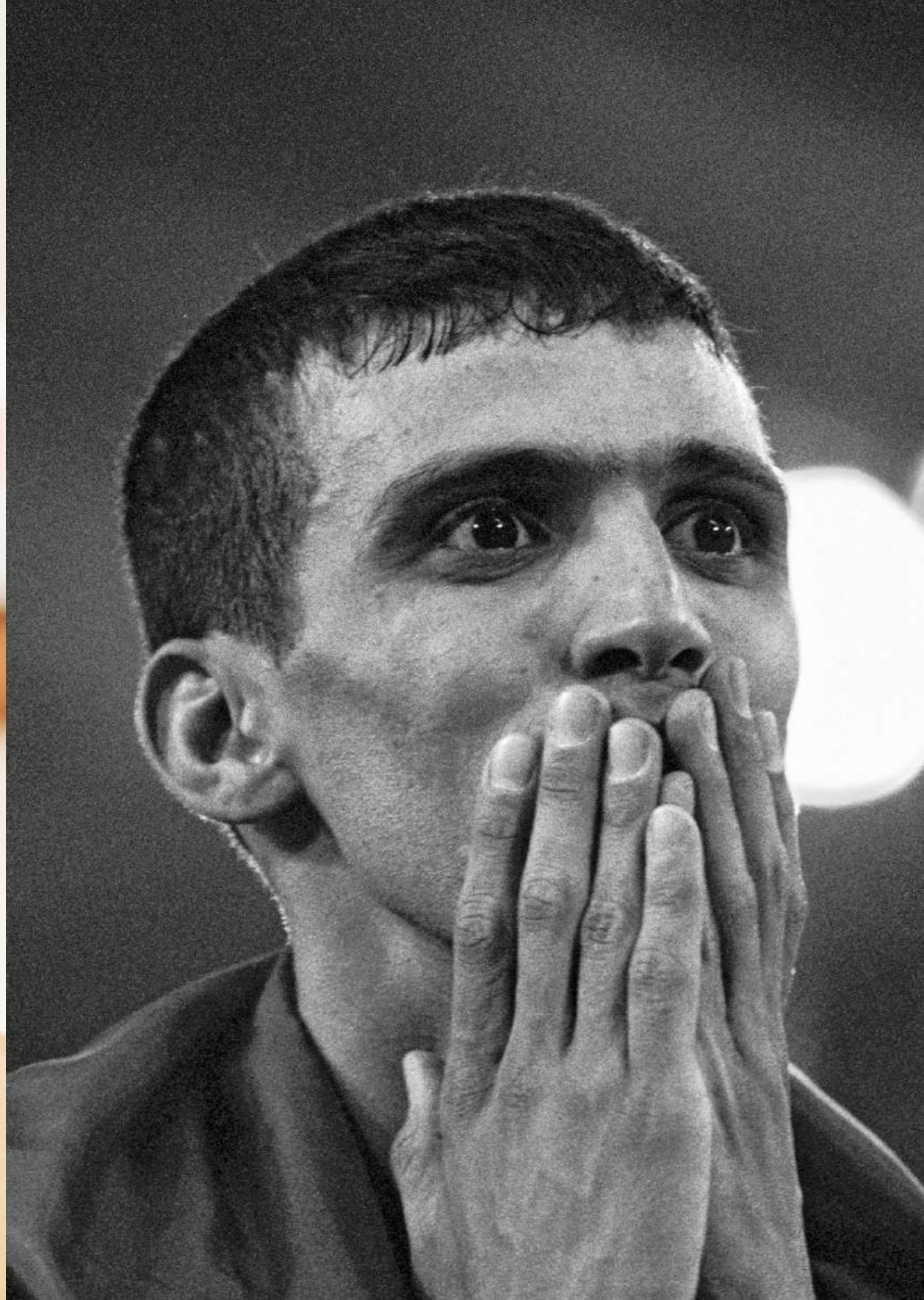
and your doubts















Win and lose

but celebrate both











Burn with desire

and walk through fire











Welcome the effort

that leads to triumph





PARIS 2024

PARIS 2024 







Reach the heights

yet dare to dream higher



STRONGER

Faster, Higher, Stronger – Together

All that
we do to
strengthen
others

Makes us
stronger too



The iconic Olympic rings, torch, cauldron and medals are some of the most recognised sporting symbols in the world.

Reinvented by artists and designers for each successive Olympic Games, they reflect the characteristics and traditions of the hosts.

They remind the world that the Olympic Movement grows from local roots and embraces global diversity. Simultaneously, they re-emphasise that the Olympic vision and values transcend nations, cultures and languages to embody the best of humankind.

Their message across successive generations is clear. Our differences and our similarities make us stronger.

OLYMPIC
GAMES

GAMES OF THE
I OLYMPIAD
ATHENS
1896

GAMES OF THE
II OLYMPIAD
PARIS
1900

GAMES OF THE
III OLYMPIAD
ST LOUIS
1904

GAMES OF THE
IV OLYMPIAD
LONDON
1908

GAMES OF THE
V OLYMPIAD
STOCKHOLM
1912

GAMES OF THE
VII OLYMPIAD
ANTWERP
1920

GAMES OF THE
VIII OLYMPIAD
PARIS
1924

GAMES OF THE
IX OLYMPIAD
AMSTERDAM
1928

GAMES OF THE
X OLYMPIAD
LOS ANGELES
1932

GAMES OF THE
XI OLYMPIAD
BERLIN
1936

GAMES OF THE
XIV OLYMPIAD
LONDON
1948

GAMES OF THE
XV OLYMPIAD
HELSINKI
1952

GAMES OF THE
XVI OLYMPIAD
MELBOURNE
1956

GAMES OF THE
XVII OLYMPIAD
ROME
1960

GAMES OF THE
XVIII OLYMPIAD
TOKYO
1964

GAMES OF THE
XIX OLYMPIAD
MEXICO CITY
1968

GAMES OF THE
XX OLYMPIAD
MUNICH
1972

GAMES OF THE
XXI OLYMPIAD
MONTREAL
1976

GAMES OF THE
XXII OLYMPIAD
MOSCOW
1980

GAMES OF THE
XXIII OLYMPIAD
LOS ANGELES
1984

GAMES OF THE
XXIV OLYMPIAD
SEOUL
1988

GAMES OF THE
XXV OLYMPIAD
BARCELONA
1992

GAMES OF THE
XXVI OLYMPIAD
ATLANTA
1996

GAMES OF THE
XXVII OLYMPIAD
SYDNEY
2000

GAMES OF THE
XXVIII OLYMPIAD
ATHENS
2004

GAMES OF THE
XXIX OLYMPIAD
BEIJING
2008

GAMES OF THE
XXX OLYMPIAD
LONDON
2012

GAMES OF THE
XXXI OLYMPIAD
RIO
2016

GAMES OF THE
XXXII OLYMPIAD
TOKYO
2020

GAMES OF THE
XXXIII OLYMPIAD
PARIS
2024

GAMES OF THE
XXXIV OLYMPIAD
LA
2028

GAMES OF THE
XXXV OLYMPIAD
BRISBANE
2032



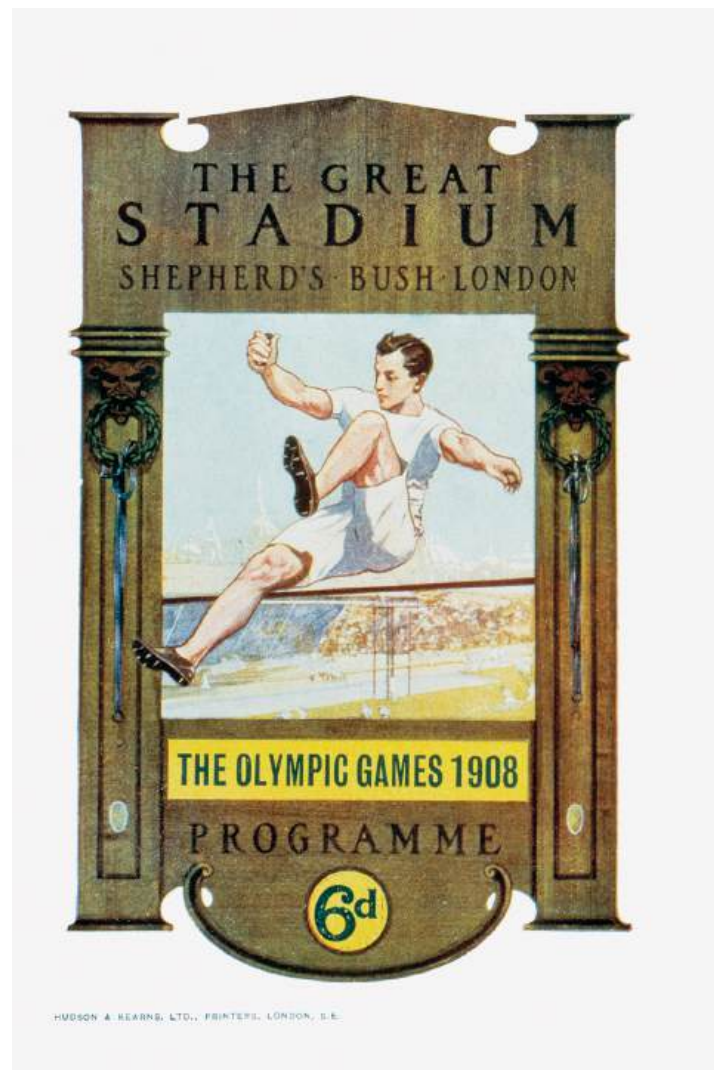


GAMES OF THE II OLYMPIAD PARIS 1900



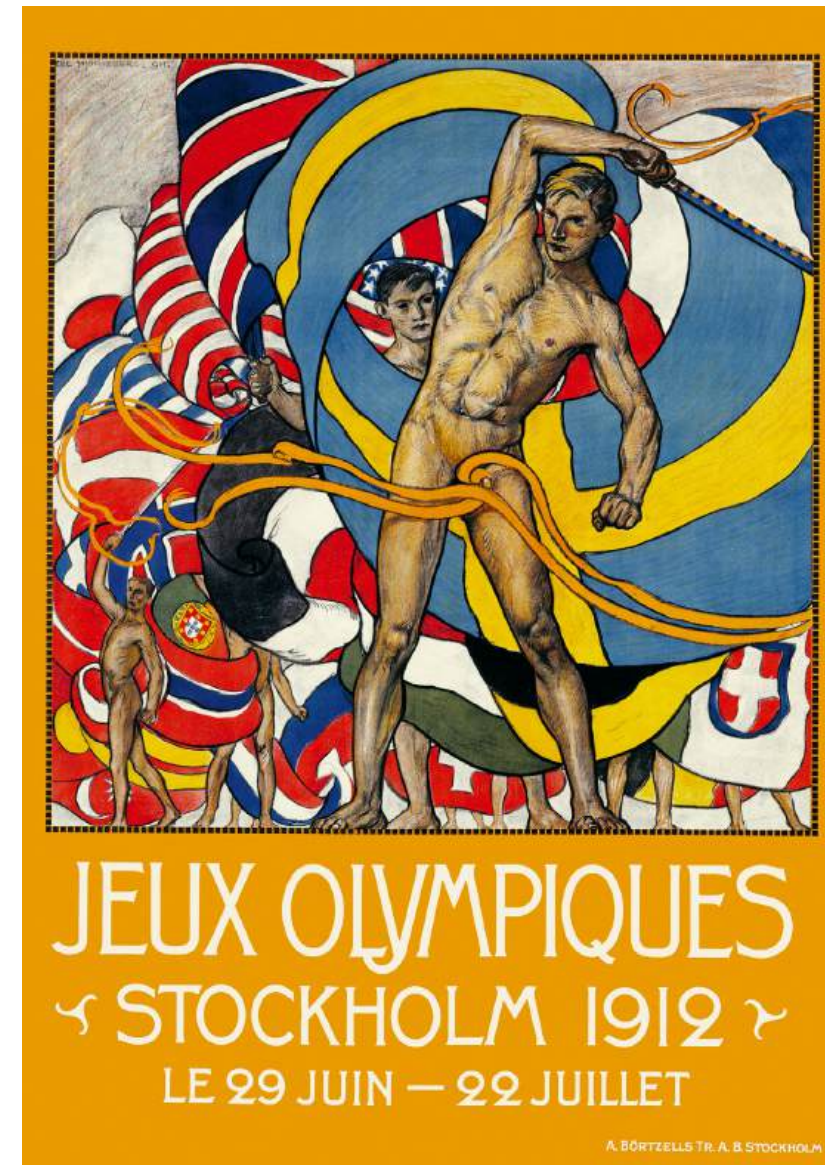
GAMES OF THE III OLYMPIAD ST LOUIS 1904





GAMES OF THE IV OLYMPIAD LONDON 1908

The first official Olympic poster represents the parade of nations, with each athlete carrying a twirling flag and going towards a common goal: the Olympic Games.



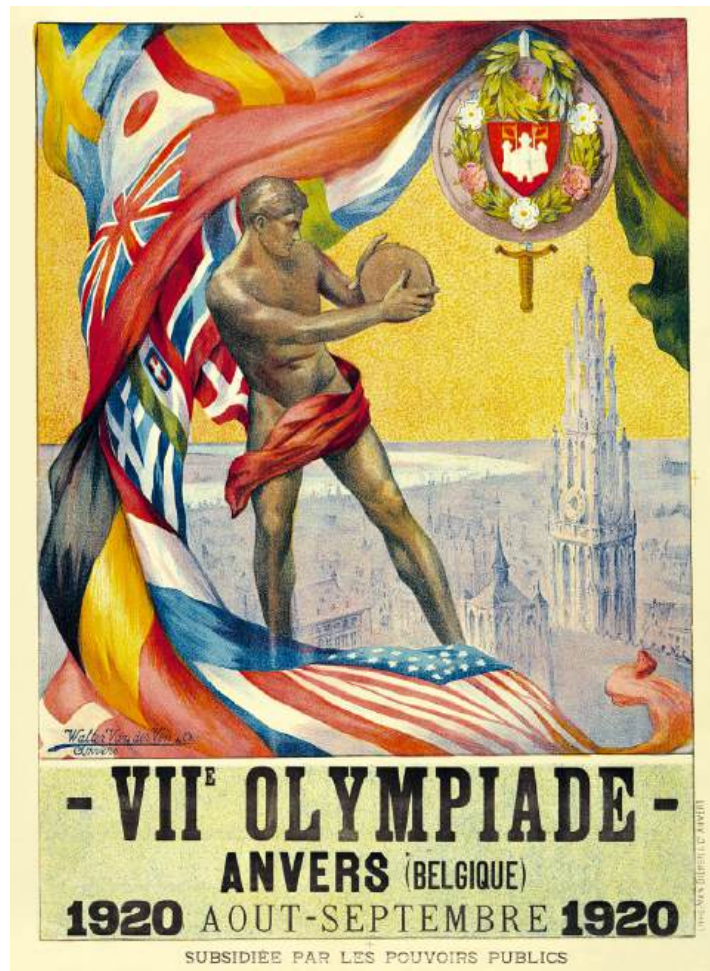
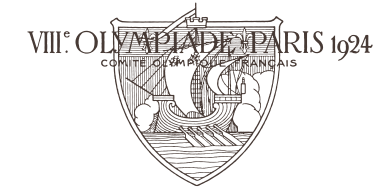
GAMES OF THE V OLYMPIAD STOCKHOLM 1912



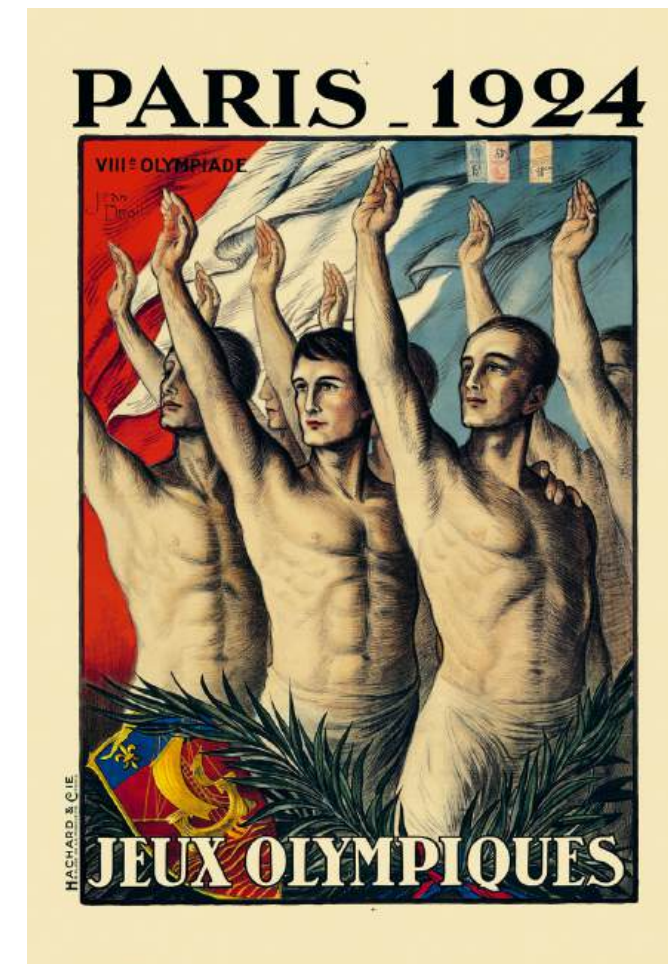
The highly symbolic flag was designed by Pierre de Coubertin in 1913 but was first flown at the Antwerp Olympic Stadium at the Opening Ceremony of the 1920 Games.



The first emblem for a Games edition was inspired by the coat of arms of the City of Paris, with the wording 'VIIIe. Olympiade Paris 1924' and 'Comité Olympique Français'.



GAMES OF THE VII OLYMPIAD ANTWERP 1920



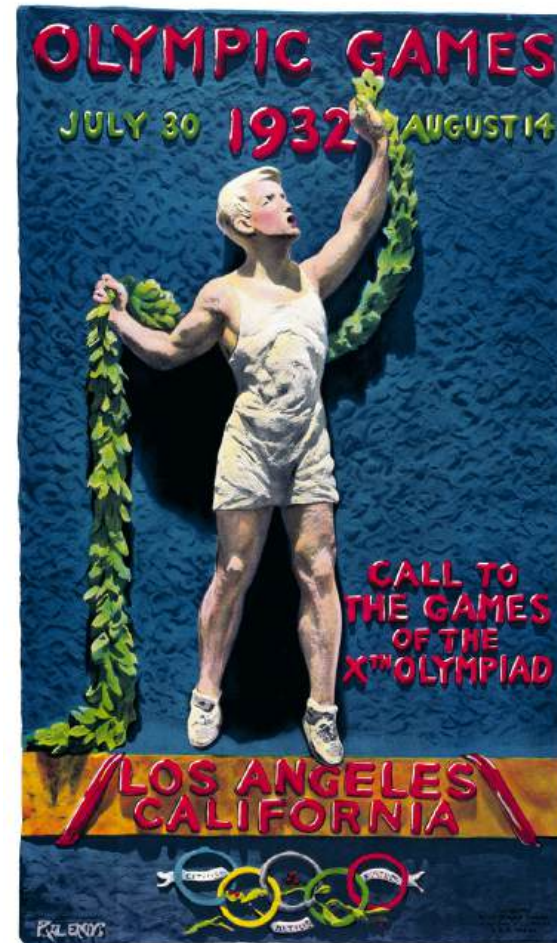
GAMES OF THE VIII OLYMPIAD PARIS 1924



The IOC launched an international competition for the design of the Olympic medals in 1923 and chose Giuseppe Cassioli's proposal in 1927. His design for the obverse side, featuring the traditional goddess of victory holding a palm in her left hand and a winner's crown in her right, was used for medals at the Summer Games from 1928 to 2000.



GAMES OF THE IX OLYMPIAD AMSTERDAM 1928



GAMES OF THE X OLIMPIAD LOS ANGELES 1932



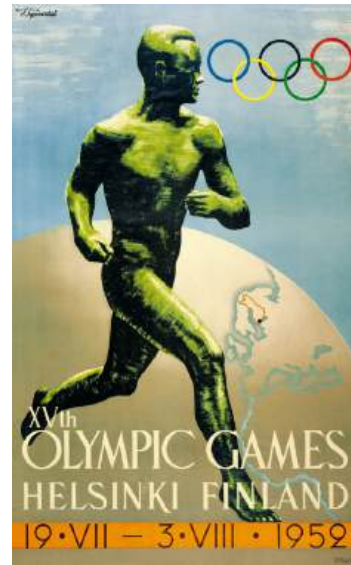
The Olympic Games Berlin 1936 were awarded to the German Weimar Republic in 1931. By 1936, the Nazis were in government and exploited the Games for propaganda purposes.



GAMES OF THE XI OLIMPIAD BERLIN 1936



GAMES OF THE XIV OLYMPIAD LONDON 1948



GAMES OF THE XV OLYMPIAD HELSINKI 1952

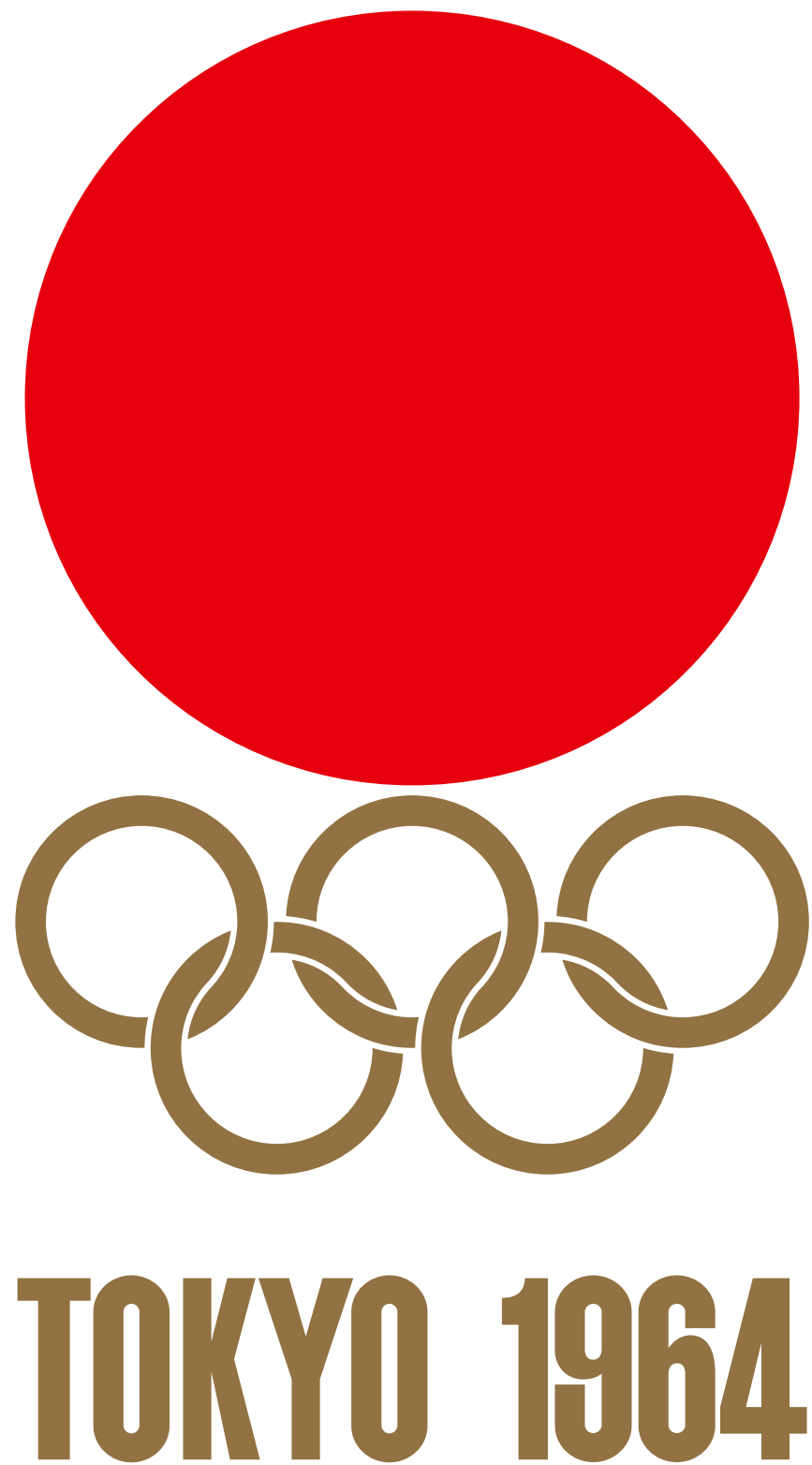
GAMES OF THE XVI OLYMPIAD MELBOURNE 1956

The Olympic Games Rome 1960 were one of the first Games editions to extensively use the city as a stage. There was a deliberate design choice to showcase Rome's classical heritage.



GAMES OF THE XVII OLYMPIAD ROME 1960





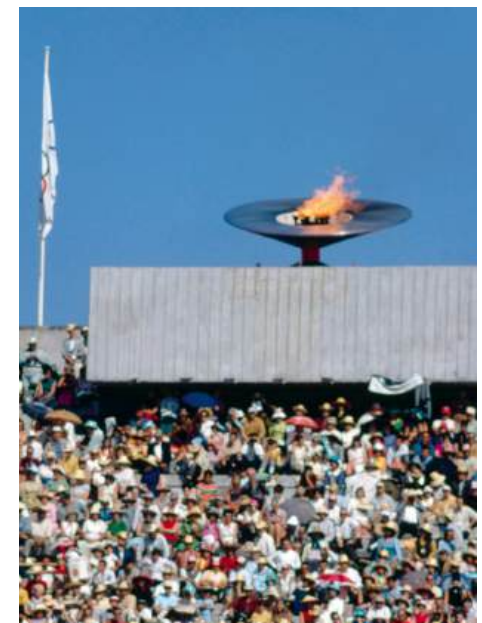
GAMES OF THE XVIII OLYMPIAD TOKYO 1964

The first systematically designed set of pictograms for both sports and services was created for the Olympic Games Tokyo 1964 by Masaru Katzumi (artistic director) and Yoshiro Yamashita (graphic designer).



The Olympic Games Mexico City 1968 brand is remembered for its bold and culturally resonant design, reflecting traditional Mexican cultural patterns and 1960s' op art.

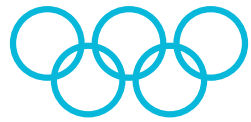
Designed by Lance Wyman, Pedro Ramírez Vázquez and Eduardo Terrazas, the brand extended beyond the logo to posters, medals and the torch.



Waldi, designed by Elena Winschermann, was the first official mascot in the history of the Olympic Summer Games.

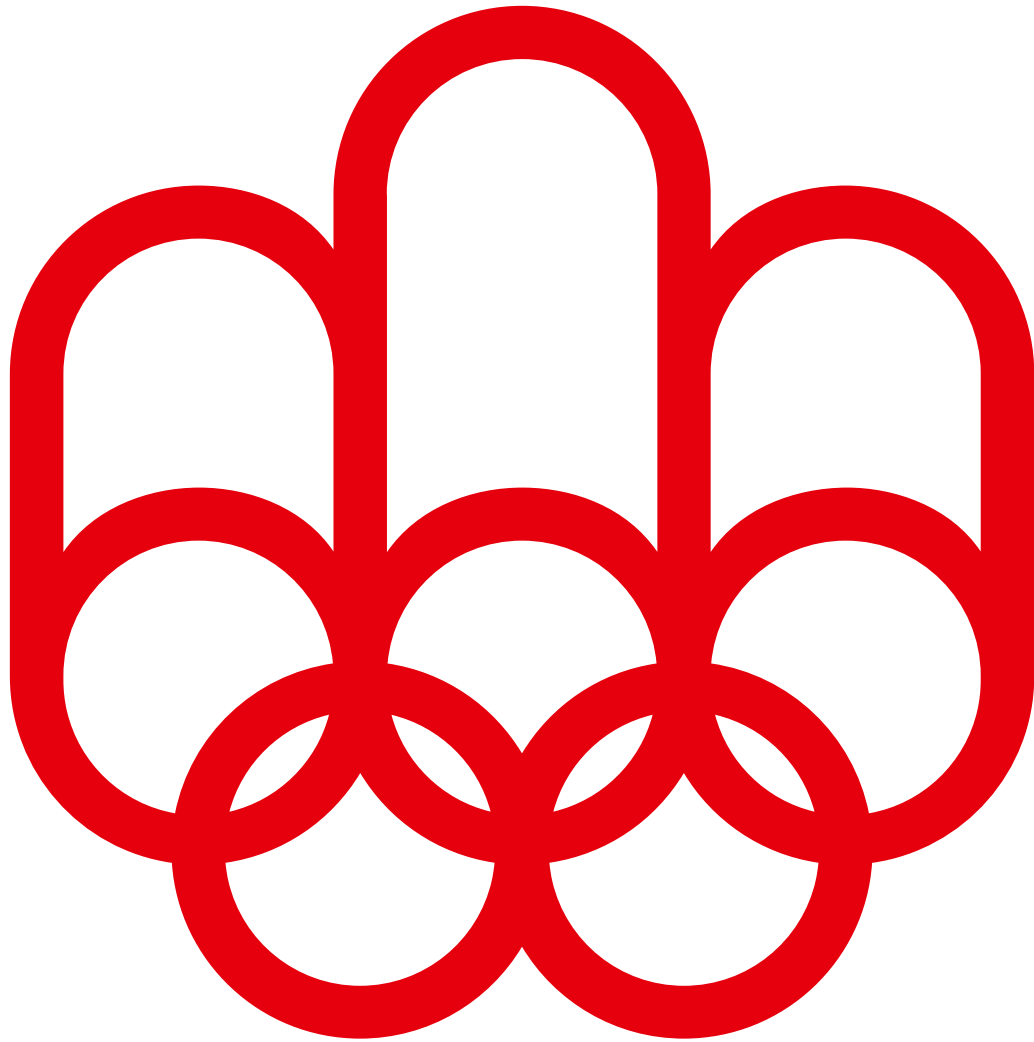


München | 1972



The iconic emblem of the Olympic Games Montreal 1976 features the Olympic rings integrated into a design that forms the letter 'M' for Montreal.

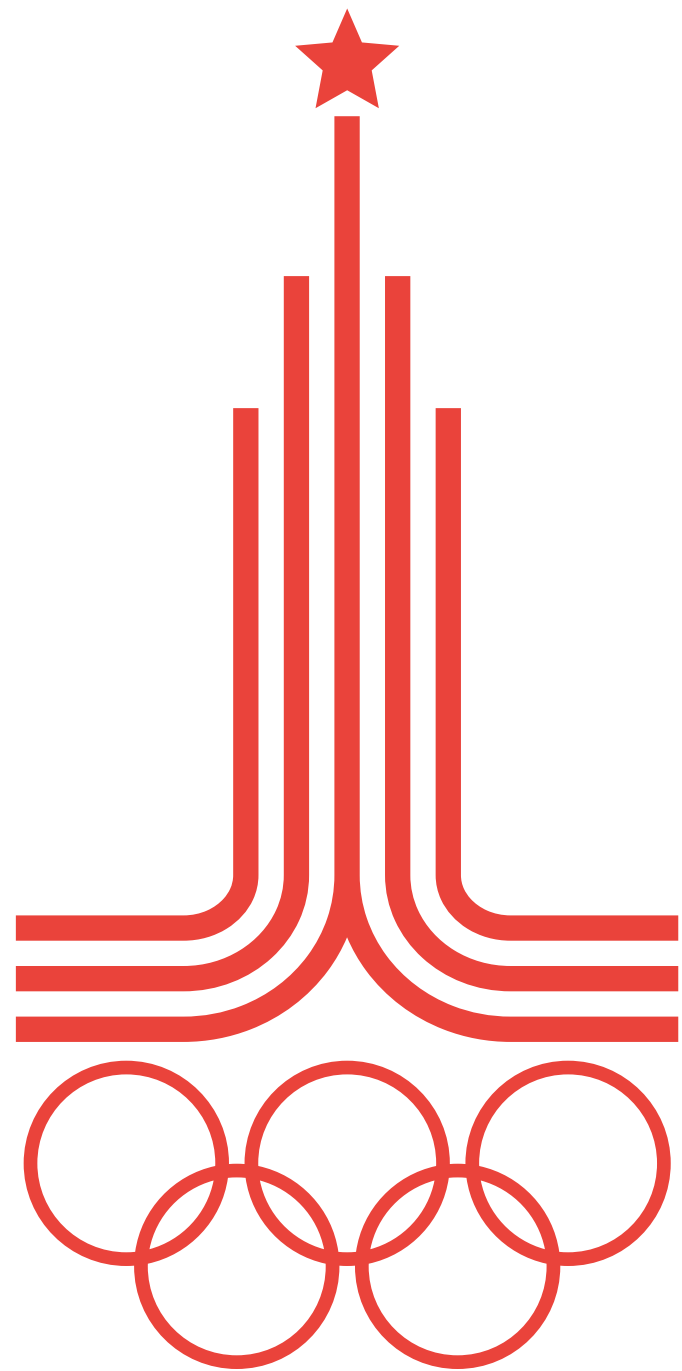
The design also includes an Olympic podium and is considered one of the most conceptually rich Olympic emblems.



Montréal 1976

GAMES OF THE XXI OLYMPIAD MONTREAL 1976

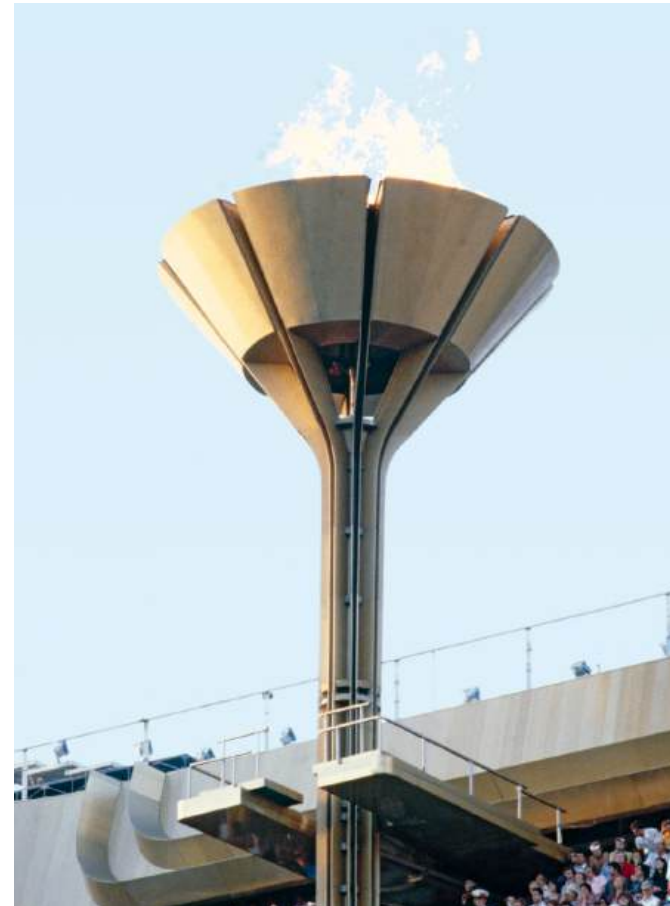




МОСКВА 1980

GAMES OF THE XXII OLYMPIAD MOSCOW 1980

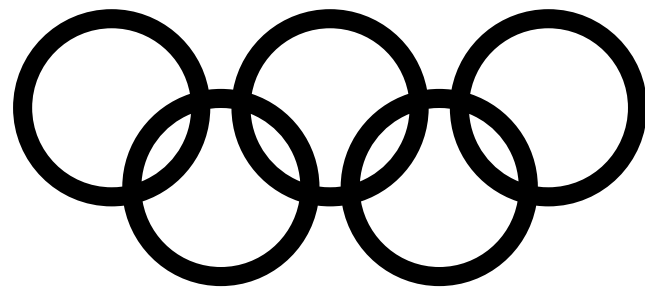
Misha the bear is one of the most beloved Olympic mascots.



This edition of the Olympic Games was the first to institutionalise and commercialise the 'look' as a cohesive, large-scale branding strategy. A comprehensive and iconic design system was created, which came to be known as 'the Look of the Games'.



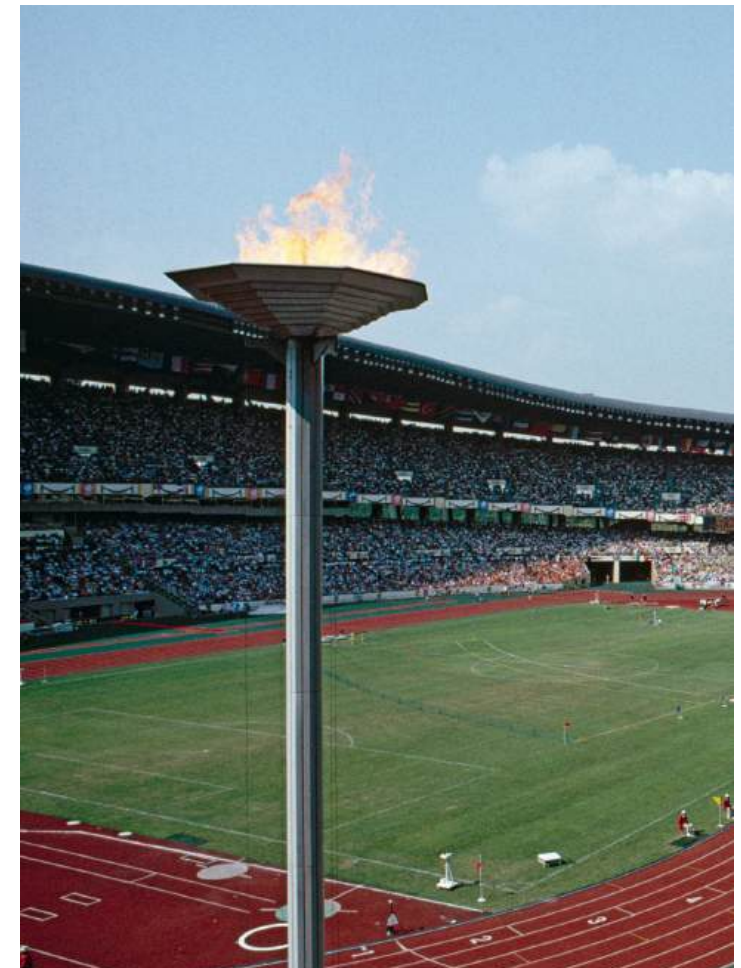
Games of the XXIIIrd Olympiad Los Angeles 1984



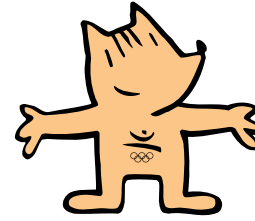
The 1988 Paralympics marked the first time in 24 years that the Paralympics had taken place in the same city as the Olympics.



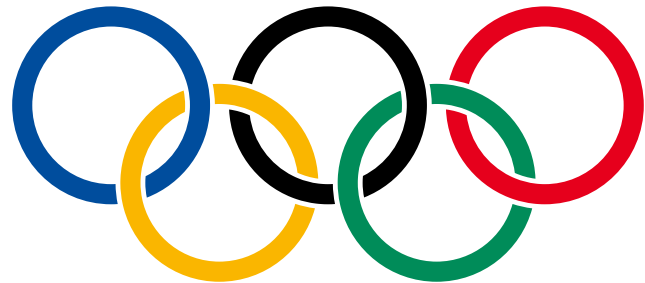
GAMES OF THE XXIV OLYMPIAD SEOUL 1988



For the first time, specially designed mascots were created for commercial purposes directly related to the sponsors.



Barcelona'92



GAMES OF THE XXV OLYMPIAD BARCELONA 1992

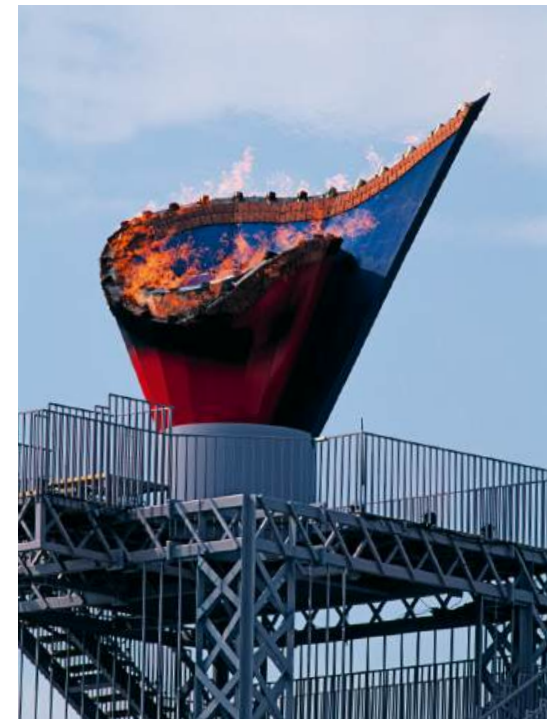


The base of the torch emblem, which includes the five rings and the number 100, resembles a classical Greek column.

This design choice was made to recognise the centenary of the modern Olympic Games.



Atlanta 1996





GAMES OF THE XXVII OLYMPIAD SYDNEY 2000

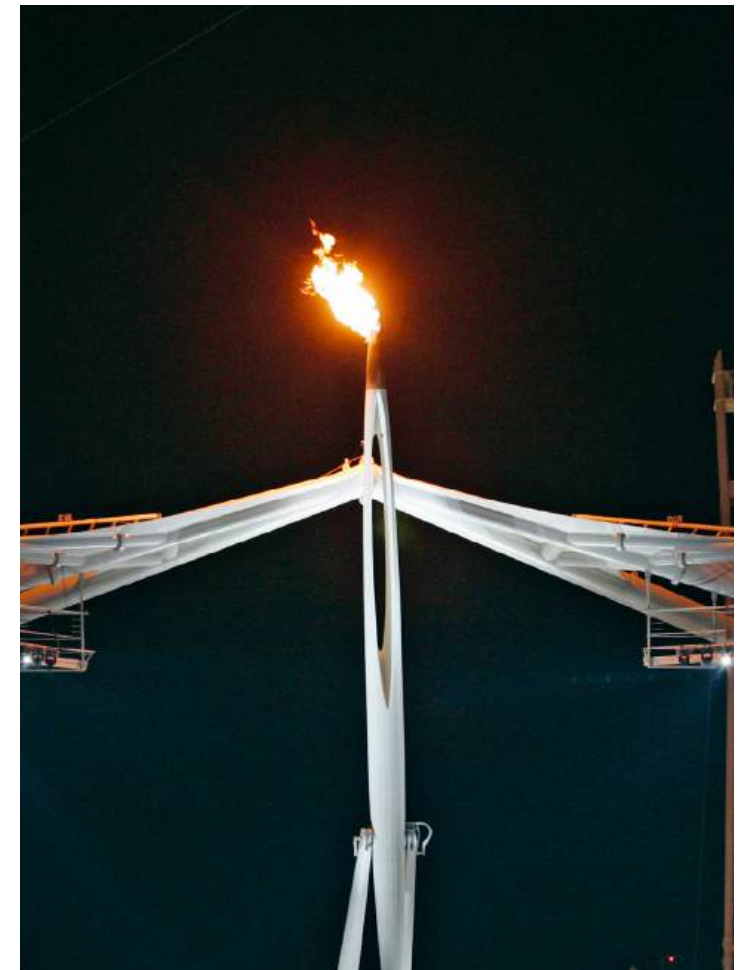
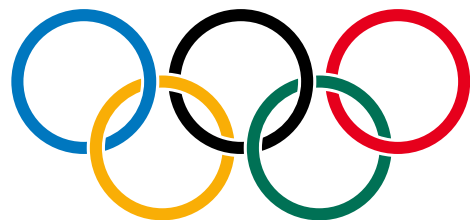
At the Olympic Games Sydney 2000, the customary symbols, including the goddess of victory holding a winner's crown, were engraved on the obverse face of the medal. The Sydney Opera House, the Olympic torch and the Olympic rings are represented on the reverse. The designers are Australian: Wojciech Pietranik and Brian Thompson.



As of the Olympic Games Athens 2004, the obverse side of all Olympic medals has featured an image of Greek goddess Nike flying into the stadium bringing victory to the best athletes. The design of the medal was created by Elena Votsi.



ATHENS 2004

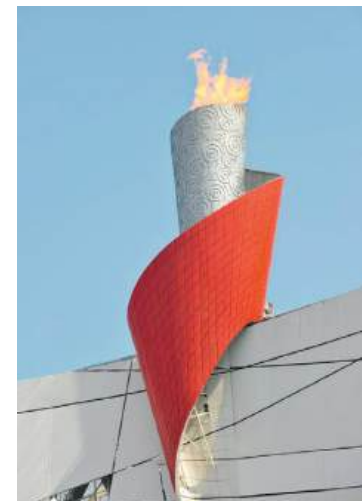
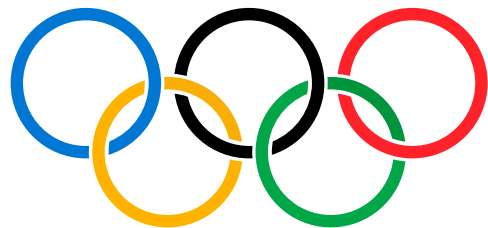


The figure in the emblem resembles the Chinese character 'Jing', which stands for the name of the host city.

The artwork embodies four elements: Chinese culture; the national colours of China; Beijing welcoming friends from around the world; and the notion of challenging the extreme and achieving perfection.



Beijing 2008



At the Olympic Games London 2012, the vibrant, graffiti-inspired look influenced brands targeting younger audiences and digital campaigns.



GAMES OF THE XXX OLYMPIAD LONDON 2012



The Olympic Games Rio 2016 emblem was embedded with subtle references to local landmarks like Sugarloaf Mountain, Dois Irmãos Hill and the waves on Ipanema beach.



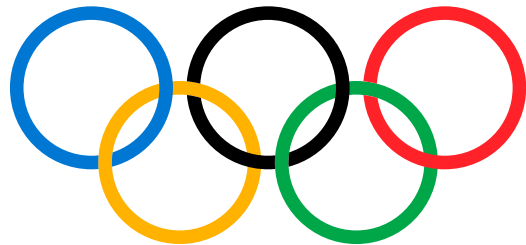
The Olympic Games Tokyo 2020 saw the first animated sports pictograms. This innovation was celebrated during the Opening Ceremony, where human actors recreated the pictograms live, displaying Tokyo's spirit of blending tradition with modern technology.



The brand identity of the Olympic Games Paris 2024 embodied French elegance, a bold new aesthetic and the rich symbolism of the paved streets found in France's urban landscapes. It used graphic-based references to the Art Deco movement that was in vogue in 1924 when Paris last hosted the Olympic Games.



PARIS 2024



GAMES OF THE XXXIII OLYMPIAD PARIS 2024



Olympic Summer Games
Emblems

These days, each edition of the Olympic Games has its own official emblem. Created by the Organising Committee, this emblem typically features elements that represent or symbolise the Games host, in addition to specific Olympic elements such as the rings or the name and year of the relevant edition.



VIIIth OLYMPIADE
PARIS 1924



Xth OLYMPIAD
LOS ANGELES



XIth OLYMPIADE
BERLIN 1936



XIVth OLYMPIAD
LONDON 1948



XVth OLYMPIA
HELSINKI 1952

VIII1924X1932XI1936XIV1948XV1952



XVIth OLYMPIAD
MELBOURNE 1956



XVIIth OLYMPIADE
TOKYO 1964



XVIIIth OLYMPIADE
TOKYO 1964



XIXth OLYMPIADE
MEXICO 1968



XXth OLYMPIADE
MÜNCHEN 1972



XXIth OLYMPIADE
MONTRÉAL 1976

XVI1956XVII1960XVIII1964XIX1968XX1972XXI1976



XXIIth OLYMPIADE
MOSKVA 1980



XXIIIth OLYMPIADE
LOS ANGELES 1984



XXIVth OLYMPIADE
SEOUL 1988



XXVth OLYMPIADE
BARCELONA 1992



XXVIth OLYMPIADE
ATLANTA 1996



XXVIIth OLYMPIADE
SYDNEY 2000

XXII1980XXIII1984XXIV1988XXV1992XXVI1996XXVII2000



XXVIIIth OLYMPIADE
ATHENS 2004



XXIXth OLYMPIADE
BEIJING 2008



XXXth OLYMPIADE
LONDON 2012



XXXIth OLYMPIADE
RIO DE JANEIRO 2016



XXXIIth OLYMPIADE
TOKYO 2020



XXXIIIrd OLYMPIADE
PARIS 2024

XXVIII2004XXIX2008XXX2012XXXI2016XXXII2020XXXIII2024

OLYMPIC
WINTER GAMES

I
OLYMPIC
WINTER GAMES
CHAMONIX
1924

II
OLYMPIC
WINTER GAMES
ST MORITZ
1928

III
OLYMPIC
WINTER GAMES
LAKE PLACID
1932

IV
OLYMPIC
WINTER GAMES
GARMISCH-
PARTENKIRCHEN
1936

V
OLYMPIC
WINTER GAMES
ST MORITZ
1948

VI
OLYMPIC
WINTER GAMES
OSLO
1952

VII
OLYMPIC
WINTER GAMES
CORTINA
D'AMPEZZO
1956

VIII
OLYMPIC
WINTER GAMES
IN LAKE TAHOE
1960

IX
OLYMPIC
WINTER GAMES
INNSBRUCK
1964

X
OLYMPIC
WINTER GAMES
GRENOBLE
1968

XI
OLYMPIC
WINTER GAMES
SAPPORO
1972

XII
OLYMPIC
WINTER GAMES
INNSBRUCK
1976

XIII
OLYMPIC
WINTER GAMES
LAKE PLACID
1980

XIV
OLYMPIC
WINTER GAMES
SARAJEVO
1984

XV
OLYMPIC
WINTER GAMES
CALGARY
1988

XVI
OLYMPIC
WINTER GAMES
ALBERTVILLE
1992

XVII
OLYMPIC
WINTER GAMES
LILLEHAMMER
1994

XVIII
OLYMPIC
WINTER GAMES
NAGANO
1998

XIX
OLYMPIC
WINTER GAMES
SALT LAKE CITY
2002

XX
OLYMPIC
WINTER GAMES
TURIN
2006

XXI
OLYMPIC
WINTER GAMES
VANCOUVER
2010

XXII
OLYMPIC
WINTER GAMES
SOCHI
2014

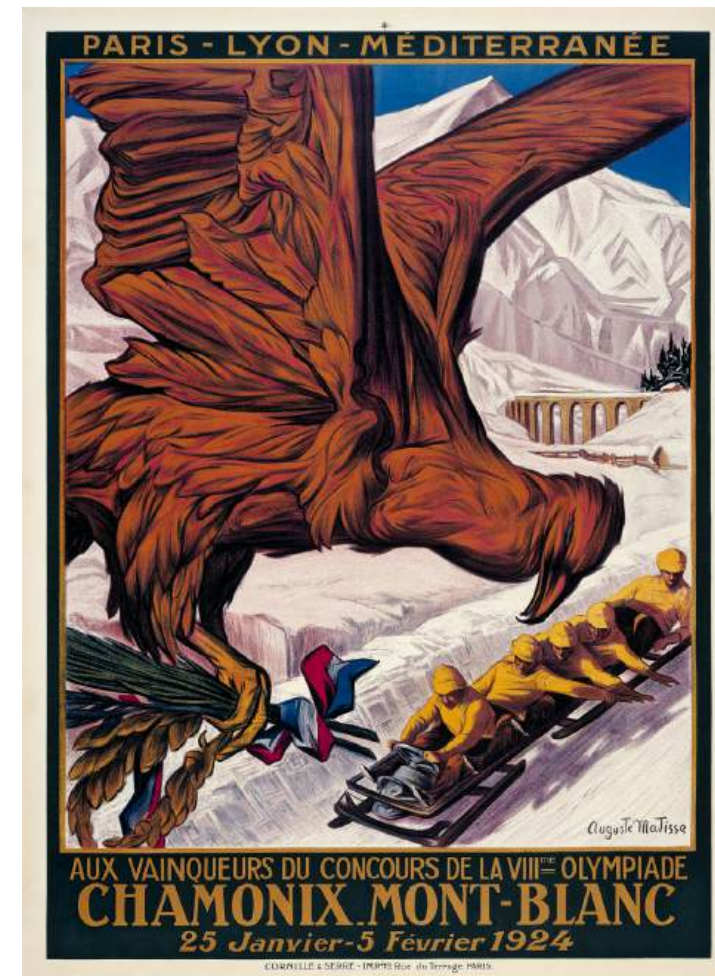
XXIII
OLYMPIC
WINTER GAMES
PYEONGCHANG
2018

XXIV
OLYMPIC
WINTER GAMES
BEIJING
2022

XXV
OLYMPIC
WINTER GAMES
MILANO CORTINA
2026

XXVI
OLYMPIC
WINTER GAMES
FRENCH ALPS
2030

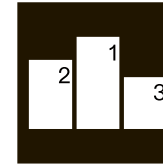
XXVII
OLYMPIC
WINTER GAMES
SALT LAKE CITY
-UTAH
2034





By using a visual language similar to that of tourism posters, St Moritz sought to take advantage of the Games to promote the country, the region and the simple beauty of the surroundings – an ideal setting for winter sports.

The history of the Olympic podium dates back to the Olympic Winter Games Lake Placid 1932, when US speed skater Jack Shea, who took the Olympic oath only a few minutes before the event, became the first athlete to climb onto the top step.



II OLYMPIC WINTER GAMES ST MORITZ 1928



III OLYMPIC WINTER GAMES LAKE PLACID 1932



IV OLYMPIC WINTER GAMES GARMISCH-PARTENKIRCHEN 1936



V OLYMPIC WINTER GAMES ST MORITZ 1948

At the Olympic Games Oslo 1952, the flame was 'symbolic' rather than 'Olympic', as it was not lit at Olympia. The route of the Torch Relay was designed to commemorate the origins of skiing.



VI OLYMPIC WINTER GAMES OSLO 1952



This emblem was chosen from amongst 86 models presented by 79 artists. It was co-designed by Milanese artist Franco Rondinelli and Genoan artist Mario Bonilauri.



VII OLYMPIC WINTER GAMES CORTINA D'AMPEZZO 1956

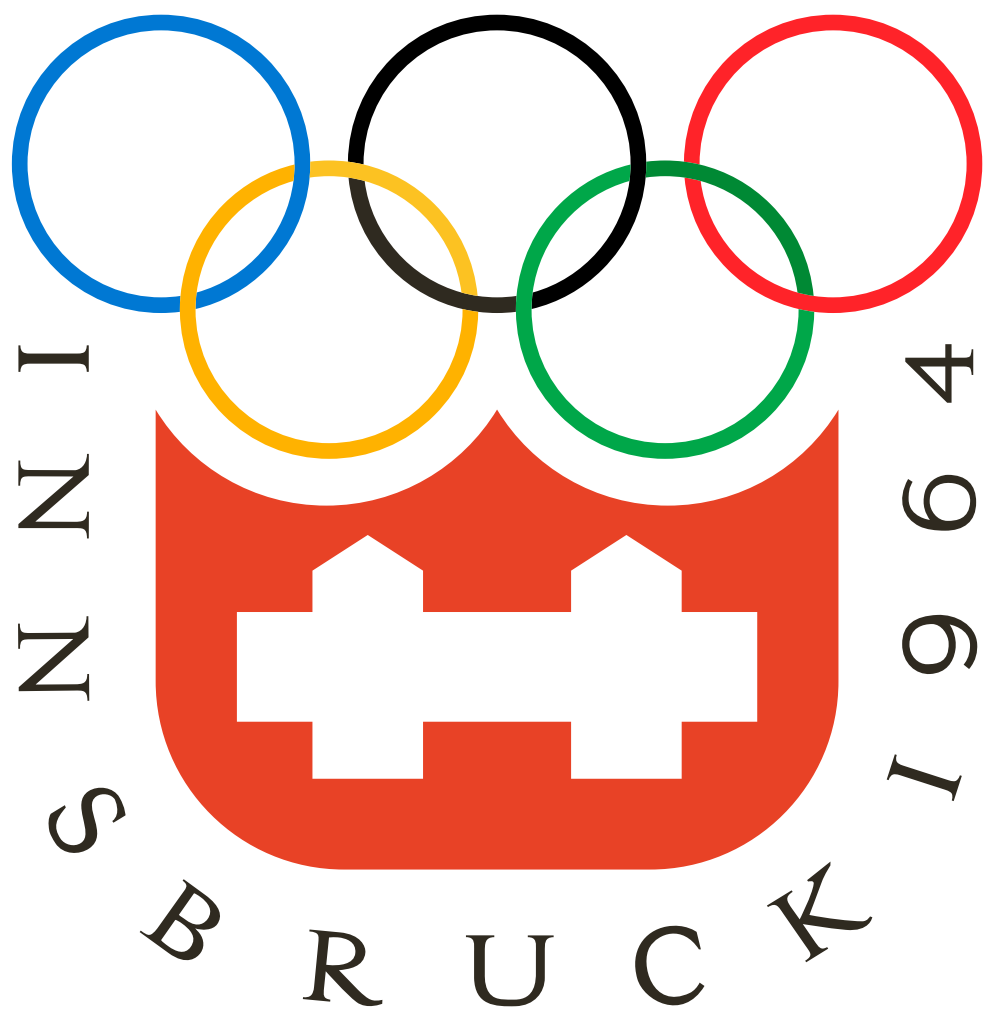


The torch model is similar to that of Melbourne 1956, Cortina d'Ampezzo 1956 and London 1948.



VIII OLYMPIC WINTER GAMES IN LAKE TAHOE 1960





IX OLYMPIC WINTER GAMES INNSBRUCK 1964

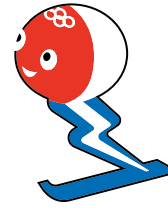
On the obverse side of the medal, there is an imposing Alpine scene, with the inscription 'Innsbruck 1964' going around it. For the first time, the name of the discipline appeared on the medal, at the foot of the mountain.

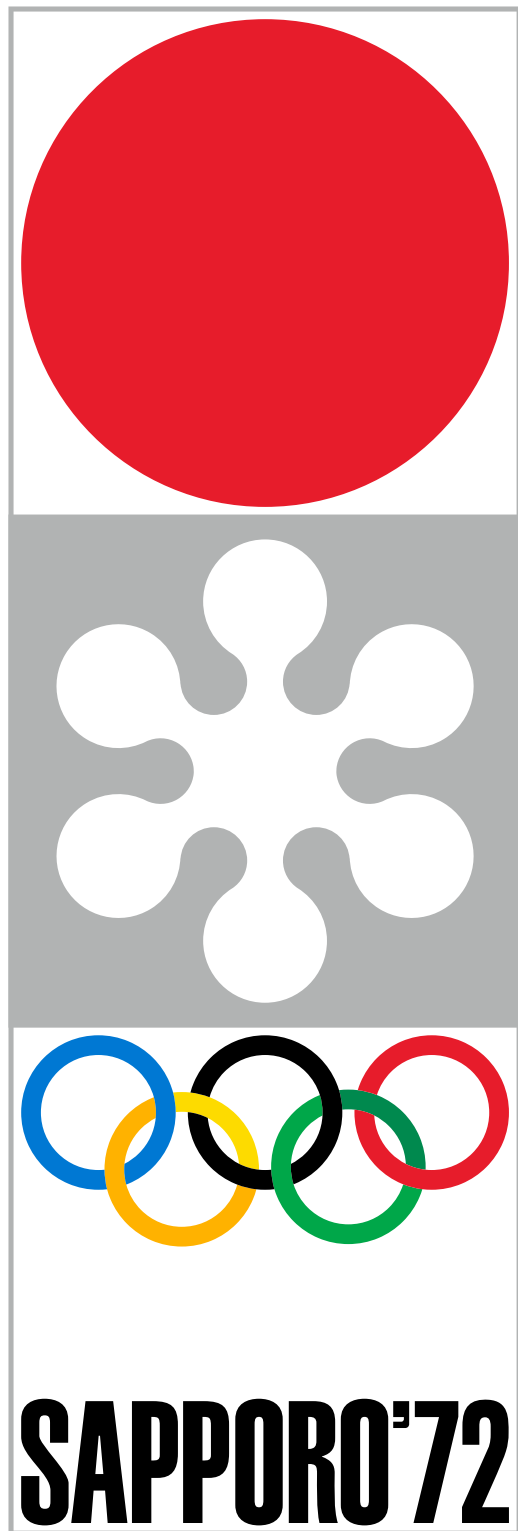




X OLYMPIC WINTER GAMES GRENOBLE 1968

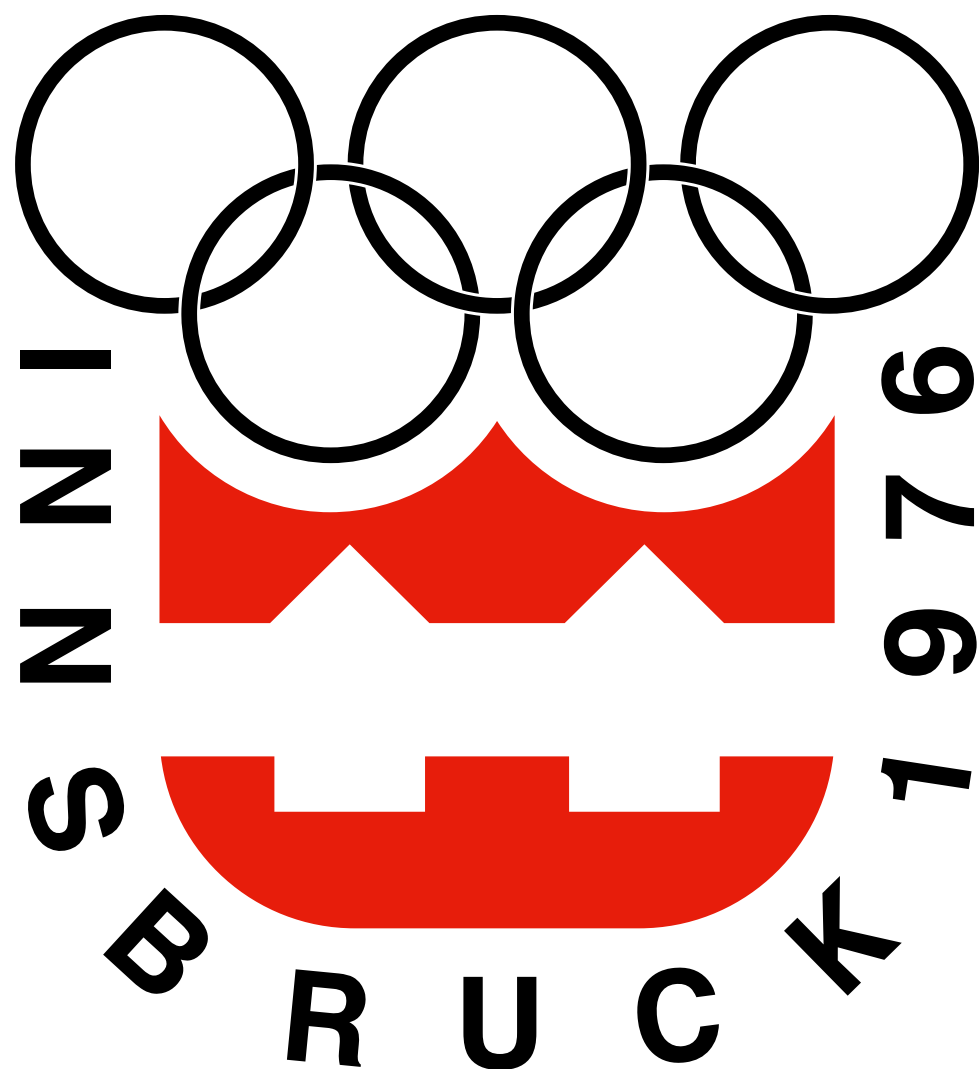
Shuss, the first Olympic mascot, was created in record time. In January 1967, designer Aline Lafargue had only one night to prepare a plan for submission.





XI OLYMPIC WINTER GAMES SAPPORO 1972





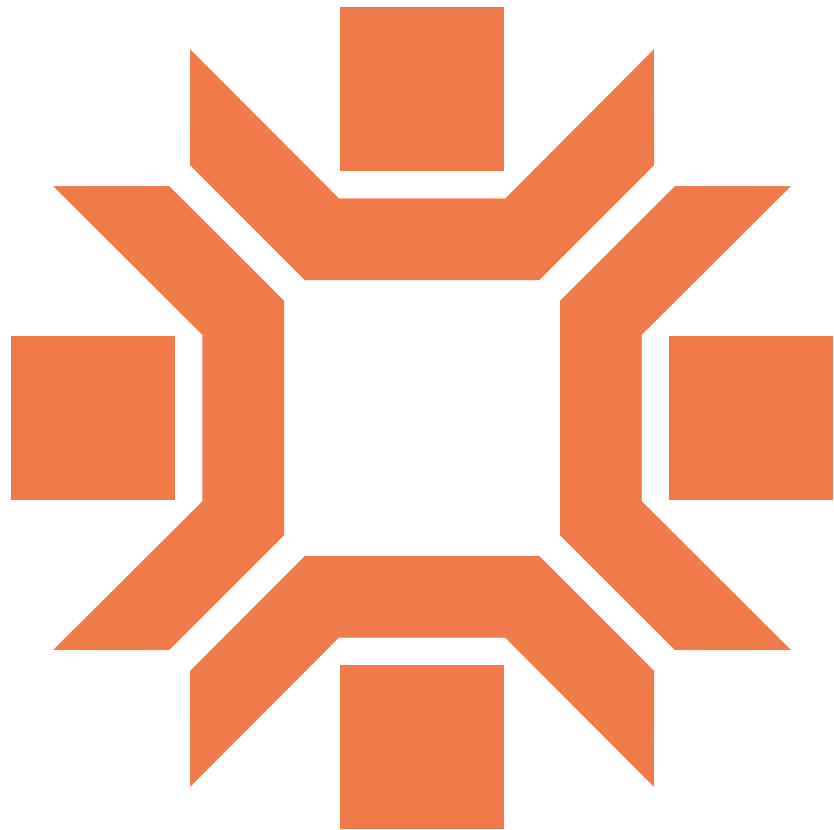
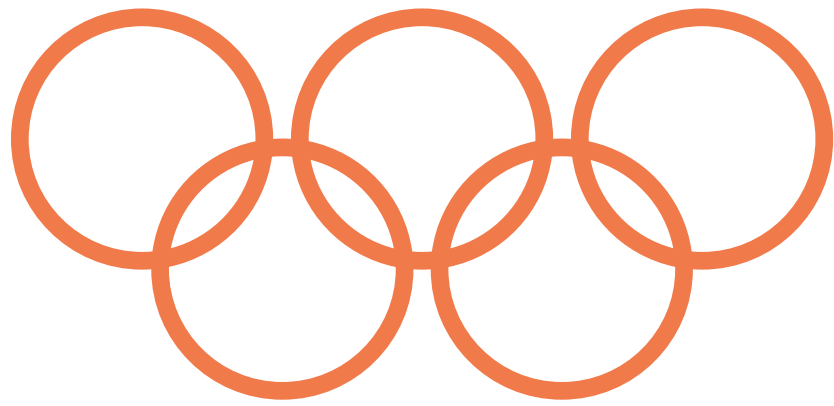
XII OLYMPIC WINTER GAMES INNSBRUCK 1976

As was the case for the Olympic Winter Games Innsbruck 1964, the medals were created by Viennese artist Martha Coufal-Hartl. The medals were produced by the Austrian Mint in Vienna.



The mascot's name, Roni, was chosen by Lake Placid school children. It comes from the word 'raccoon' in Iroquoian, the language of the indigenous people of the New York State and Lake Placid region.





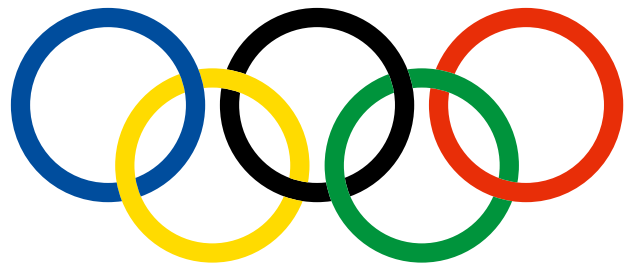
Sarajevo '84

XIV OLYMPIC WINTER GAMES SARAJEVO 1984

The emblem symbolises a stylised snowflake. It also features the traditional design of the embroidery produced in the Sarajevo region.



The emblem is primarily a stylised snowflake composed of interlocking 'C's, representing both Calgary and Canada.



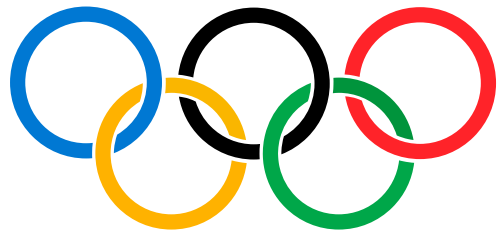
Calgary '88

XV OLYMPIC WINTER GAMES CALGARY 1988





ALBERTVILLE 92



XVI OLYMPIC WINTER GAMES ALBERTVILLE 1992

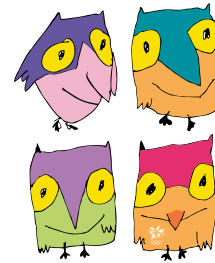
The name of the mascot is Magique (Magic). Several studies financed by the Organising Committee (OCOG) were carried out to find a name for the mascot, but in the end none was chosen. However, on re-reading his brief, the creator noticed that the word 'magique' appeared several times. The enthusiastic OCOG decided to name the mascot accordingly.



The first mascots in human form, Haakon and Kristin, are two happy children. Although they wear medieval clothes in reference to their historical roots, they are modern children and express the interests and aspirations of young people, such as environmental awareness.

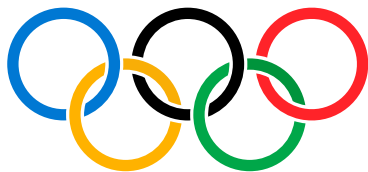


The mascots were Sukki, Nokki, Lekki and Tsukki, four snowy owls. They represent fire, air, earth and water respectively. The choice of four mascots is a nod to the four years that make up an Olympiad.



NAGANO

1 9 9 8

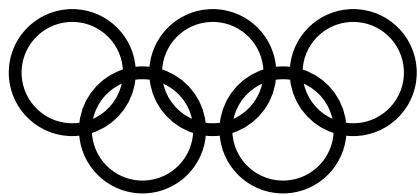


XVIII OLYMPIC WINTER GAMES NAGANO 1998





SALT LAKE 2002



XIX OLYMPIC WINTER GAMES SALT LAKE CITY 2002

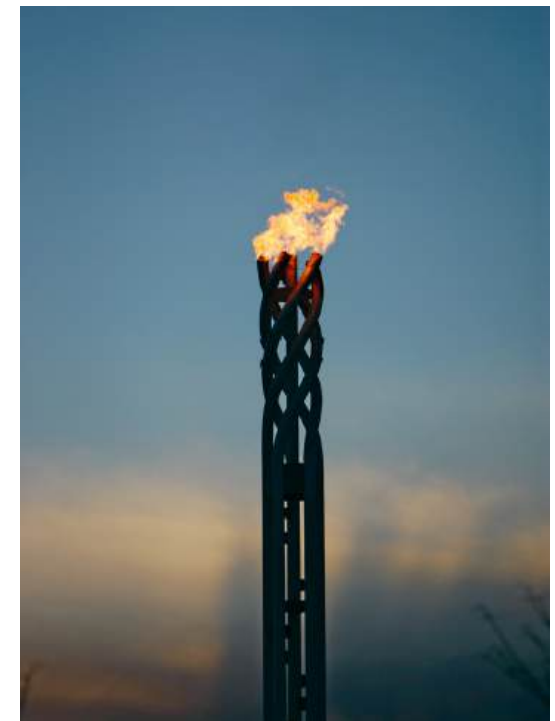
The gold and silver medals weigh 567 grammes (20 ounces) and are the heaviest Olympic medals ever created. The bronze medals weigh 454 grammes (16 ounces). For the first time in Olympic history, the medals varied for each sport, featuring 16 unique artists' renderings.





XX OLYMPIC WINTER GAMES TURIN 2006

The creation of the mascots, Neve and Gliz, was the subject of an international competition launched three years before the start of the Games. The competition was open to design, advertising and graphic design agencies, as well as independent graphic designers.



These were the first Olympics that embraced First Nations art and traditions, from the torch design to medal engravings.



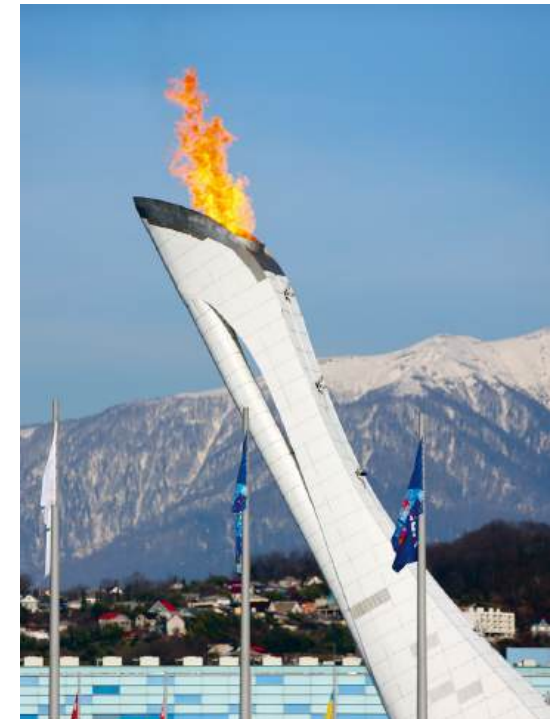
XXI OLYMPIC WINTER GAMES VANCOUVER 2010



The notions of simplicity and modernity are at the root of the design of the official emblem for the Games in Sochi.

For the first time, there were no images or drawn elements; instead, the emblem was a typographical exercise.

sochi.ru
2014 

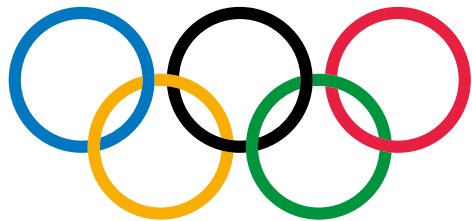


The Korean alphabet, Hangeul, formed the basis of the emblem, sports pictograms and Look of the Games.

The keywords used symbolise harmony and the interaction of people around the world.



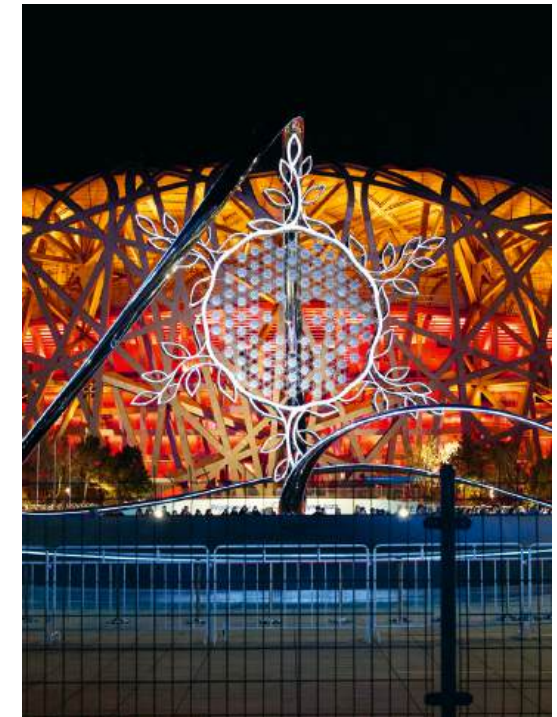
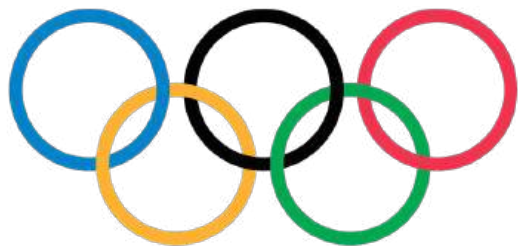
PyeongChang 2018™



Bing Dwen Dwen, the Olympic mascot, was a panda wearing an ice shell, symbolising technology and winter sports. Since its first release in 2022, Bing Dwen Dwen has been reissued in several special editions, each celebrating important cultural events and Chinese traditions.



BEIJING 2022™



Olympic Winter Games
Emblems

The Games emblem is as much a vital component of the visual identity as the mascots and pictograms. Since the first Olympic Games of the modern era in Athens in 1896, visual elements have been produced to distinguish between and showcase the Games.







III1932IV1936VI1952













VII1956VIII1960IX1964X1968XI1972XII1976













XIII1980XIV1984XV1988XVI1992XVII1994XVIII1998













XIX2002XX2006XXI2010XXII2014XXIII2018XXIV2022



XXV2026

YOUTH
OLYMPIC GAMES

1st
SUMMER YOUTH
OLYMPIC GAMES
SINGAPORE
2010

2nd
SUMMER YOUTH
OLYMPIC GAMES
NANJING
2014

3rd
SUMMER YOUTH
OLYMPIC GAMES
BUENOS AIRES
2018

4th
SUMMER YOUTH
OLYMPIC GAMES
DAKAR
2026

SUMMER YOUTH OLYMPIC GAMES

1st
WINTER YOUTH
OLYMPIC GAMES
INNSBRUCK
2012

2nd
WINTER YOUTH
OLYMPIC GAMES
LILLEHAMMER
2016

3rd
WINTER YOUTH
OLYMPIC GAMES
LAUSANNE
2020

4th
WINTER YOUTH
OLYMPIC GAMES
GANGWON
2024

5th
WINTER YOUTH
OLYMPIC GAMES
DOLOMITI
VALTELLINA 2028

WINTER YOUTH OLYMPIC GAMES

O Ancient immortal Spirit, pure father
 Of beauty, of greatness and of truth,
 Descend, reveal yourself and flash like lightning here,
 within the glory of your own earth and sky.

At running and at wrestling and at throwing,
 Shine in the momentum of noble contests,
 And crown with the unfading branch
 And make the body worthy and ironlike.

Plains, mountains and seas glow with you
 Like a white-and-purple great temple,
 And hurries at the temple here, your pilgrim,
 O Ancient immortal Spirit, every nation.

Olympic Games Slogans

In the same way that the Olympic motto, 'Faster, Higher, Stronger – Together', has become a symbol of solidarity and excellence in sport, the slogans of the Olympic Games editions play an important role in defining the message of each Games.

I	1896	Athens	Citius, Altius, Fortius
XX	1972	Munich	The cheerful Games
XII	1976	Innsbruck	Simple Games
XIII	1980	Lake Placid	Give It All You Got
XIV	1984	Sarajevo	We love Jurek more than burek
XXIII	1984	Los Angeles	Play a Part in History
XV	1988	Calgary	Coming Together in Calgary
XXIV	1988	Seoul	Harmony and Progress
XVI	1992	Albertville	Party in Savoie
XXV	1992	Barcelona	Friends for Life
XVII	1994	Lillehammer	Fire in your heart
XXVI	1996	Atlanta	Come Celebrate Our Dream
XVIII	1998	Nagano	Coexistence with Nature
XXVII	2000	Sydney	The Games of the New Millennium
XIX	2002	Salt Lake City	Light the fire within
XXVIII	2004	Athens	Welcome home
XX	2006	Turin	Passion lives here
XXIX	2008	Beijing	One world. One dream.
XXI	2010	Vancouver	With glowing hearts
XXX	2012	London	Inspire a generation
XXII	2014	Sochi	Hot. Cool. Yours.
XXXI	2016	Rio	A new world
XXIII	2018	PyeongChang	Passion. Connected.
XXXII	2020	Tokyo	United by Emotion
XXIV	2022	Beijing	Together for a Shared Future
XXXIII	2024	Paris	Games Wide Open
XXV	2026	Milano Cortina	IT's Your Vibe

Olympic Summer Games
Medals

At the first Olympic Games of the modern era, in Athens in 1896, the winner received an olive branch, a silver medal and a diploma. James B. Connolly of the USA, was the first modern Olympic champion to be rewarded in this way. The Olympic Games St Louis 1904 were the first at which gold, silver and bronze medals were awarded for first, second and third place.



I1896



II1900



III1904



IV1908



V1912



VII1920



VIII1924



IX1928



X1932



XI1936



XIV1948



XV1952



XVI1956



XVII1960



XVIII1964



XIX1968



XX1972



XXI1976



XXII1980



XXIII1984



XXIV1988



XXV1992



XXVI1996



XXVII2000



XXVIII2004



XXIX2008



XXX2012



XXXI2016



XXXII2020



XXXIII2024

Olympic Winter Games
Medals

Initially, it was stipulated that the medals for the Winter Games had to be different from those of the Summer Games. Today, their design must take into account certain visual elements determined by the IOC and the OCOG, with the IOC having the final approval.



I1924



II1928



III1932



IV1936



V1948



VI1952



VII1956



VIII1960



IX1964



X1968



XI1972



XII1976



XIII1980



XIV1984



XV1988



XVI1992



XVII1994



XVIII1998



XIX2002



XX2006



XXI2010



XXII2014



XXIII2018



XXIV2022

Olympic Summer Games
Posters

It was for the 1912 edition in Stockholm that an official Games poster, created through an artistic competition, was presented by the organisers for the first time. Since then, posters have been systematically produced via the Organising Committees.

I1896

II1900

III1904

IV1908

V1912

VII1920

VIII1924

IX1928

X1932

XI1936

XIV1948

XV1952

XVI1956

XVII1960

XVIII1964

XIX1968

XX1972

XXI1976

XXII1980

XXIII1984

XXIV1988

XXV1992

XXVI1996

XXVII2000

XXVIII2004

XXIX2008

XXX2012

XXXI2016

XXXII2020

XXXIII2024

Olympic Winter Games
Posters

The modern Olympic Games have always had a close relationship with images, and this is apparent in the posters created to help promote the Games, not to mention the photos of the event, the official films and the TV broadcasts.

I1924

II1928

III1932

IV1936

V1948

VI1952

VII1956

VIII1960

IX1964

X1968

XI1972

XII1976

XIII1980

XIV1984

XV1988

XVI1992

XVII1994

XVIII1998

XIX2002

XX2006

XXI2010


XXII2014

XXIII2018


XXIV2022

Olympic Summer Games
Mascots


The word mascot is derived from Provençal and appeared in French dictionaries at the end of the 19th century. It caught on following a triumphant performance by Marie Grizier-Montbazon in an operetta called La Mascotte, set to music by Edmond Audran, in 1880.



XXII 1980




XXIII 1984



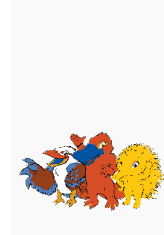
XXIV 1988




XXV 1992



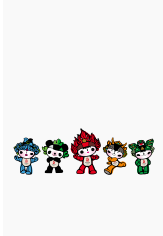
XXVI 1996




XXVII 2000



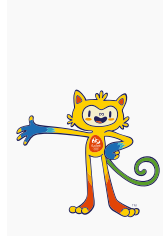
XXVIII 2004




XXIX 2008



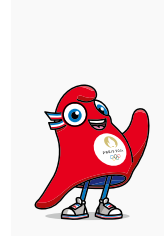
XXX 2012




XXXI 2016



XXXII 2020



XXXIII 2024



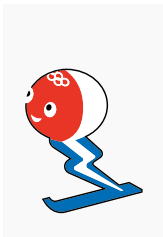
XX 1972




XXI 1976

Olympic Winter Games
Mascots


The Games mascots over the years have all been examples of ingenuity, imagination and artistic creativity. From the Munich 1972 dachshund to Bing Dwen Dwen, the panda mascot of the Olympic Winter Games Beijing 2022, the designers often choose animals that are symbolic of the host countries so that they serve as sources of inspiration.



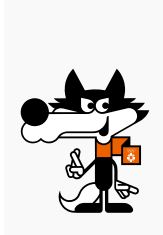
X 1968




XII 1976




XIII 1980




XIV 1984



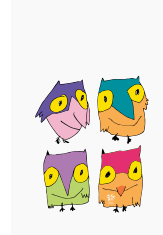
XV 1988



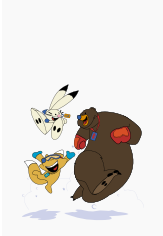
XVI 1992



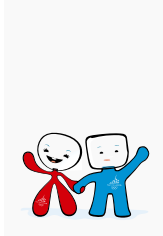
XVII 1994



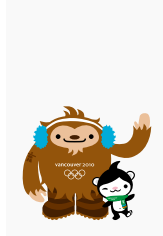
XVIII 1998



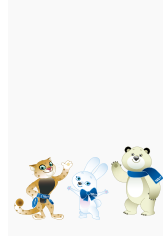
XIX 2002



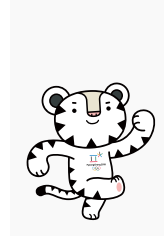
XX 2006




XXI 2010




XXII 2014



XXIII 2018



XXIV 2022



XXV 2026



TOGETHER

Faster, Higher, Stronger – Together

**TO EVERYONE WHO MAKES
THE OLYMPIC MOVEMENT**

STRIVING FOR EXCELLENCE

“I’ve always
wanted to
call myself an
Olympian.”

“It’s the
pinnacle for
athletes to
aspire to,
but also the
standard of
humanity.”

“It was the best feeling ever. You can’t really describe what’s going on in your head when you touch the finish plate, but it’s one of the best feelings you can have. You get goosebumps from it. It is like a dream. You’re thinking: am I seriously dreaming or is this real? No, it’s real, you know. And you dream about it for so long, and when it happens you’re like – it’s impossible that it happened.”

“The Olympic rings, they stand for this huge event that I think most people love, for every four years us coming together and entertaining the world and showing what a human being is capable of.”

“One day
can change
your life.”

“The rings stand for
beauty, the beauty of sports,
beauty of humanity, beauty
of relationships, beauty of
exchange, beauty of shared
lived moments and emotions,
and excellence.”

“When I see the
Olympic rings, I know
that it symbolises
something bigger
than one person.”

“I think
the Olympics
is everyone’s
dream.”

“I think it’s the
most powerful
brand in
the world.”

“Tara has taught me a lot about self-affirmation. Before the Olympics, she was writing in her journal, ‘I will be the Olympic champ’. And ‘I am strong, I am fast’. I have had my journal here and I wrote in it today, ‘I will be the Paralympic champion’.
And now I am.”

“We go from walking in this dark tunnel to running into this bright light and there’s almost a hundred thousand people in the stadium, and just this roar of applause. It was this moment where you realise, yes I have big dreams, but what I’m a part of is so much bigger than me.”

“I think that’s the
beauty of the Olympics
– you have such a
multicultural and
multinational crowd.”

“Through
sport your life
will be full of
colours.”

“The Olympic Games for me, without
a doubt, is the most important event
in the world of sport.”

“Words can’t properly
describe what sport does for
everyone. The Olympics is
the greatest platform.”

“The rings stand
for hope and pride
and they stand
for togetherness.”

“You are an
Olympian for
a lifetime.”

“Since I was very young,
the Olympics were the few
weeks in the world where
everything, ideally, seemed
at peace.”

“Of course, the five rings are the symbol
of the Olympics. They’re the symbol of
the values that carry the Olympics, and to be
able to say that I’m an Olympian for the rest of
my life, that I have this privilege of wearing
those rings on a ring – we have a ring – comes
with responsibilities of showing the Olympic
values. To me it feels like it’s a way of life,
and no matter what I do after my career, acting
in a champion way, and in an Olympic kind
of way, is something I’ll do no matter what
things I get involved in later in my life.”

“For me, the Olympic rings bring a lot of encouragement and are almost the ultimate for human performances, and that also brings lots of motivation and becomes something that everybody wants to be a part of. They will be so proud; not just them, their country, their family members, their friends, all will be so proud of them if they are associated with and part of the Olympic rings.”

“Aim for the finish line and you will get there one day.”

“It takes a village to make an Olympian.”

“Without Olympic Solidarity, I would definitely not be where I am today.

The support has definitely played a vital part in my career.”

“It has given me everything.”

“Such an honour. I haven’t found the right words to describe my Olympic experience.”

“I mean, the rings,
specifically for me,
it stands for a dream
that I had as a kid.”

DEMONSTRATING RESPECT

“It’s an incredible honour to represent the United States on this global stage, especially in a moment that can bring the whole world together.”

“For me, to have an Olympic Solidarity scholarship, it’s very important because thanks to this scholarship, travel, accommodation and catering are all paid for. You’re well housed and you can develop your sport without any hassle. This grant is the origin of my qualification. Without the grant, I wouldn’t be here.”

“The transformative power of sport – that’s not just something I’ve said, but I’ve actually lived it and seen it. And I believe in it. At a time when our world is so divided, the Olympic Movement can help bridge gaps, build back trust and showcase the best of humanity.”

“The Olympic Games instil in you their meaning, values and principles. That you live them is the most important thing.”

“Respect, friendship and excellence are fundamental values, they fully reflect what the Olympic spirit is.”

“To me, it is the union of the world through sport. I think it’s beautiful. It is beautiful because I believe sport is the only thing that gets the world united by the same passion. And the respect you can feel in the Olympic Village with all kinds of people, all kinds of opinions... It is just amazing. There’s respect, there are good feelings, there is such a positive energy that can only be achieved through sport.”

“The Olympics are special because they are not only about sport. Every four years, the Olympics unite the world, reminding us we can all live in the same village.”

“Paris 2024 has again demonstrated the value of bringing premium sport and entertainment together to drive audience and engagement at scale.”

“We are really striving for that excellence and that perfection. And friendship is such a huge part of it because at the end of the day, only three people walk away with medals, and there are so many others that have worked for years and years to get to this point.”

“I think if you want to be a true champion in sport, you have to respect those athletes that inspired you.”

“Without the Olympic scholarship, I would’ve not been able to make it here or been able to compete at a high level.”

“It means a lot that the Olympic Games are inclusive and that all athletes in the world are addressed.”

“Love and sport have in common that they both take a lot of work. It’s not easy, but in the end, it’s always worth it.”

“For me, respect means appreciating the hard work my fellow teammates and opponents have put in to be where they are. Overall in life, it means respecting the thoughts, ideas and habits other individuals have, understanding that one might come from a very different background than myself.”

“I think we practise the Olympic values. I think we have to practise them. When you talk about values, you can’t just say ‘I am very respectful’. That’s useless; you have to be respectful and nice to people, and that’s what you see in the Games.”

“I live by the
Olympic values
as much as
I can.”

“For the torch, one of
the first elements that
inspired me was the
idea of equality.”

CELEBRATING FRIENDSHIP

“Friendship is
everything.”

“I’ve made so many amazing friends
here from around the world. I have the
utmost respect for all of them and all the
sacrifices that they have put forward,
and I think that’s one thing I think we
all have for each other.”

“Everyone is cheering for everyone regardless of country.”

“The Olympics are more than just a sporting event. They’re a cultural phenomenon that resonates deeply with Australians from all walks of life. They unite the nation in a way that few other events can, bringing together millions of viewers across the country.”

“I think that even with my competitors, you know, we’ve been friends for a long time, so there is a lot of respect and friendship there as well. And of course they’re excellent, so... it’s a very big honour for me to just compete.”

“All the rings are different colours, which I think symbolises the differences that all of us, on the surface, have, or the differences that are perceived, but they also demonstrate that we are all one.”

“I sincerely hope that peace for the world comes to be realised like these five rings. So this is the symbol of peace as far as I’m concerned.”

“I think the Olympic Games is the only event that is happening in a peaceful environment of friendship, of solidarity, that brings together the people.”

“The Olympics represent unity, being able to come together and have so many languages and backgrounds.”

“All the Türkiye team celebrated because this gold medal is not my gold medal. This is the magic of the Olympics compared to another competition.”

“The Olympic rings are the dream of every athlete. I think any kid who starts sport, at one point they’re like, ‘we want to go to the Olympics’. So that’s the dream that represents that dream.”

“I have the rings tattooed on me. It’s like connecting with your team, your country and with all of the other countries that are represented here.”

“For me, the symbol of the Olympic rings is the unification of the whole world. The unification of all people in one common cause, in one direction. This is peace, this is development, this is unity.”

“We’re
representing
millions of
refugees.
I’m very
honoured to
tell them
you’re not alone
and anything
is possible.”

“BBC Sport’s unique
multiplatform
offer is capable of
uniting the nation with
the very best of British
storytelling.”

“Those five rings,
as an athlete, for me, symbolise
the fact that the world in
this particular competition
is really close.”

“The Olympics reestablished their unique power to reassemble the American media audience.”

“We owe a great deal to the Olympic Games because, once again, it inspired absolutely outstanding unity across the country. So, a huge thank you for that. And my message would be: keep daring and keep innovating so the Olympics of the future can be even greater.”

“Without the scholarship etc., we would have been quite limited with what we could have done in preparation for the Olympics.”

“It’s the supporters and the crowds that really make the Olympic Games special because everyone is there to cheer you on and to support you.”

“When these rings join, we create unity.”

“It was great to come to the Paris Olympics and to bring my mom to the Paris Olympics by myself because Paris is her favourite city. Also, the croissants and chocolates are delicious.”

“The Olympic Games are a place where all the nations from all over the world meet and see there is a possibility to live next to each other.”

“The Olympic Games is so special. It just means so much. I think it’s the most amazing competition that we could be part of.”

“In my country, we say if you give joy to a person who is in pain, if you say something good to a person who is ill, he will be cured. And I think that with the support of my country, with kind words, with the release of emotions after I won gold at the Olympic Games, many of my own small traumas were healed. The Olympic Games are a celebration of athletes. It is a festivity, a gathering. I think it strengthens relations between all countries, helps us be friends and maintain good relations.”

“Our sincerest thanks to our Media Rights-Holders and Worldwide Olympic Partners, whose generous contributions and expertise not only bring the magic of the Games to life for billions of fans around the world, but also provide essential funding to the Olympic Movement that supports athletes and sport at every level – from grassroots initiatives to medal-winning moments. Their products, services and passion help ensure that the Olympic Games can take place, athletes can live their dreams, and the world can witness as we go Faster, Higher, Stronger – Together.”

“A
passionate
movement
of the spirit.”

“Sport brings
us peace.”



How has the Olympic experience inspired you?

“‘It takes a village’ truly makes sense when it comes to an Olympic journey. There have been so incredibly many ways that my community has helped and been a part of this, and showed up to do things with me that would help me get here.”

What do the Olympic values mean to you?

“These values are a permanent in my life, in every aspect of it.

Excellence and respect are the base of everything, and as an athlete you have to base all your work on this, to reach the big goals. You have to have respect for your sport, the work you put into it, the people around you, yourself; and always strive for excellence. Friendship is what elevates it all. No one reaches these big goals alone.

When it comes to the question of ‘what’s more important, the journey or the destination?’, I’d always answer, ‘the company.’”

What do the Olympic rings mean to you?

“I have the Olympic rings tattooed on my right forearm. I specifically chose to get this tattoo in a place where I can always see it because I wanted to get those feelings every day; feelings of having accomplished something, and the feeling of being a part of a very special club. A club you’re a part of for the rest of your life.”

How can the Olympic Movement help make a better world?

“Sport is a way for people to come together about something and share big experiences and emotions together. Even if you’re not the person running on the track or rowing the boat or being on the vault, you can still share the experience. Watching sports, you still get to go through so many emotions, and share them with other people. And I think that is for sure a way to help make our world a better place.”



How has the Olympic experience inspired you?

“For my family, the Olympic rings are part of our DNA! Both my parents were Olympians, and later became coaches involved in the Olympic Movement. My sister volunteered and worked at the Games, and we both competed and became Olympic champions. This bond and the shared moments that we have from our Olympic experience representing Australia is truly special and will always be one of the most inspiring and incredible experiences of our life. We carry that with us back to our community and we are able to share and motivate people to have a crack at chasing a dream, and share the highs and lows with those you love.”

What do the Olympic values mean to you?

“On and off the sporting field, the Olympic values are my core way of living. Striving to be the best I can be, respecting my team, my environment, my competitors, and building friendships along the way. When I finish competing, these are the things that will always stay with me.”

What do the Olympic rings mean to you?

“When I see the rings, I feel that excitement and drive to achieve a dream that I’ve had since I was a kid. For as long as I can remember, the Olympic rings inspired me. I grew up in Sydney, and the rings sparked the new millennium and brought our city to life for Sydney 2000. I see them everywhere! For me, they’ve always been a symbol of sporting excellence and the power of unity.”

How can the Olympic Movement help make a better world?

“Sport brings people together in a way that nothing else does. The Olympic Movement inspires through the sporting moments, brings joy, hope and incredible stories of resilience and creates opportunities for unity and peace. It gives us a platform to connect with others, strive for excellence, promote respectful behaviours and friendship and, of course, inspire good health and well-being through sport.”



How has the Olympic experience inspired you?

“Participating in the Olympics was the main goal of my career, such an incredible experience and privilege. The Olympic motto Faster, Higher, Stronger – Together warms my heart; sport means so much to me, and I have loved to see how far I could go in my career, pushed myself hard to achieve my goals of becoming faster and stronger and aiming high. But without the word ‘together’, nothing would have been possible – all the amazing people who helped me along the way, and most importantly my family, who supported me through thick and thin. Doing things together, whether it is in a sport or life outside of sport, is so much better when you share it with someone else. The Olympic Movement has inspired me to do that, both in my career and in daily life!”

What do the Olympic values mean to you?

“As I see it, these three powerful words describe a great person. You do your best, you work hard, and you respect other people and each other’s differences. You will go far in life if you carry these three values. And what would life be without friends!”

What do the Olympic rings mean to you?

“For me, it’s the feeling when dreams came true at PyeongChang 2018, succeeding with one of my main goals in my career, to win an Olympic gold medal. The Olympic rings have given me so much joy in life, everything from memories from my three Olympic Games to the joy they give me when standing on the other side as a spectator and fan. To also be part of the IOC Athletes’ Commission and work to ensure that the athletes have the best possible experience is a fantastic and honourable mission.”

How can the Olympic Movement help make a better world?

“Through a shared interest in sport and competition, sport can break down borders and language barriers. It creates a sense of belonging and a path to mutual understanding. Watching your favourite team or sports event brings people together, regardless of their background or origin. The significance of sport extends far beyond scoreboards and record books; it has the power to unite us.”



How has the Olympic experience inspired you?

“The Olympic Movement instilled a great belief and enthusiasm in our community that could only come from the Olympic spirit. The Olympic Movement has brought the community together in excitement, creating a bond that can only be created through sports.”

What do the Olympic values mean to you?

“The Olympic values mean a spirit of sportsmanship, dedication and discipline. The Olympic values have been a critical base of values that hold meaningful direction for how we should live with one another.”

What do the Olympic rings mean to you?

“I feel euphoria when I see the Olympic rings. It brings memories of hard discipline and a sense of pride from following my dreams.”

How can the Olympic Movement help make a better world?

“The Olympic Movement makes the world better by already helping the underprivileged acquire the same amount of opportunities as the privileged. The Olympic Movement builds communities where there were none, and hope in people who are in search.”



How has the Olympic experience inspired you?

“The greatest inspiration I ever felt was realising I was part of something much greater than myself. Long before I understood the magnitude of the Olympic Movement, my heroes were Venezuelan women athletes who had graced the Olympic stage – legends like Daniela Larreal and Alejandra Benítez. To think that life would one day allow me to introduce Daniela and Alejandra to my parents and siblings as friends!

When I finally embraced the fact that my name, Stefany Hernández, had become a part of Venezuela’s Olympic history, I was humbled by the positive impact I could have on my community. I began to see the power of sharing the spirit of Olympism in my school, speaking to children as if I were a traveller from the future, showing them the endless paths they could take. Few can imagine the vast distance in terms of culture and energy between Lausanne and Barrio Guayana, yet building a bridge between the two – connecting thousands of children to the belief that ‘to believe is to create’ – ignites their dreams. In this connection, they learn to aspire to be faster, higher and stronger, discovering unity and community in that simple yet profound formula. The only secret to achieving the unimaginable is this: always together.”

What do the Olympic values mean to you?

“Everything I have built – and continue to build – stands firmly on the foundation of these three words: excellence, respect and friendship. These values are the unshakable pillars of my daily life. From leading as the President of my Fundación 469 to walking alongside my talented athletes as their coach and partner in dreams, every day I pour my energy into nurturing and living these principles. They are the cornerstone of harmony, the key to creating a perfect synergy within any community.”

What do the Olympic rings mean to you?

“Union and diversity.”

How can the Olympic Movement help make a better world?

“By continuing to illuminate the most human side of humanity. Every champion who reaches the Olympic Games – or even those who give their all but fall short of participating – represents the essence of resilience, discipline, talent and boundless energy for life. The journey to be part of this Movement – everything you must give, feel, live and sacrifice – goes beyond measure. It is life itself, true and vibrant.

Now more than ever, the Olympic Movement and sport are among the few forces capable of nurturing and safeguarding the very nature of humanity. Dedicating our time and energy to endeavours where eye contact, touch and the movement of our bodies still thrive is the most precious treasure we can protect.

By living sport, feeling passion and embracing values like excellence, respect and friendship, we not only stay healthy but also remain united, fostering a world where connection and harmony grows.”



Bert LE CLOS / South Africa / Father of Chad le Clos

How has the Olympic experience inspired you?

"I come from a very big family, and since Chad won the gold medal it has brought my family together in a very special way. I am one of 10 children, and all my brothers and sisters have married into different cultures and follow different interests in life, but it has united us like nothing else can."

What do the Olympic values mean to you?

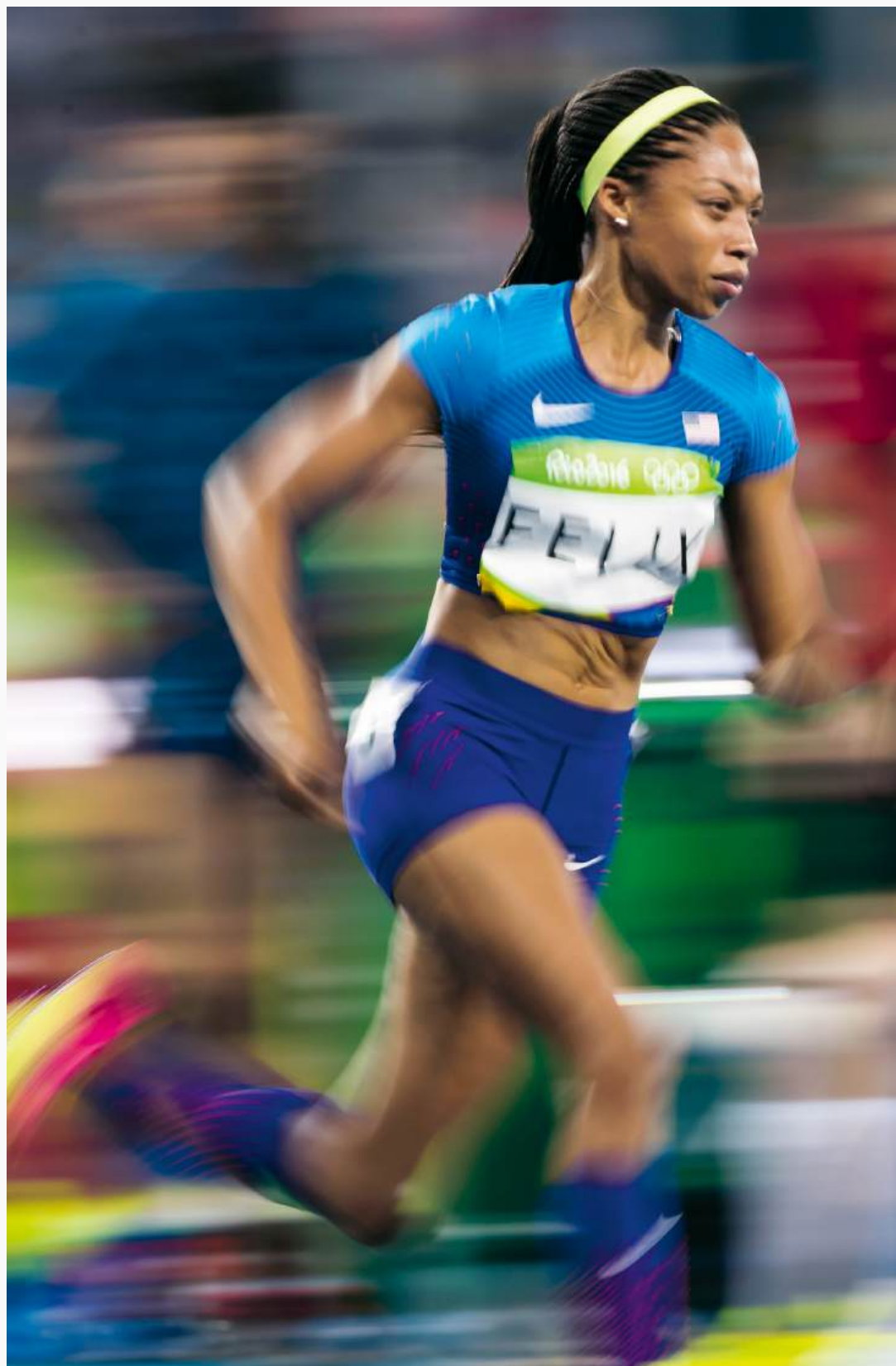
"In the way of excellence, I continually strive to improve my life. Even my health has improved; I lost 40kg from the time my son won the medal... I have a new-found respect for athletes and the team around the Olympic Movement and the sacrifices that everyone makes around this."

What do the Olympic rings mean to you?

"It is the most powerful image in my mind. Whenever I see it, I have a stir-up of emotions."

How can the Olympic Movement help make a better world?

"It really does unite the world, for example what President Bach did with North and South Korea when the Winter Olympics was on. It makes enemies become friends."



How has the Olympic experience inspired you?

“The Olympic Movement has been an incredible source of inspiration for me, my family and my community. It has reinforced the power of unity, resilience and purpose – values that extend far beyond sports. For my family, it has created meaningful moments of togetherness, whether it’s cheering on athletes from around the world, sharing stories about overcoming challenges, or teaching my children the importance of perseverance. Within my community, the Olympics have served as a reminder that success isn’t just personal – it’s collective. The stories of athletes from different backgrounds, pushing through adversity, inspire all of us to strive for something greater, support one another, and create spaces where we can uplift the next generation.”

What do the Olympic values mean to you?

“These values are more than just principles of sport; they are a way of life. Excellence isn’t just about winning medals – it’s about showing up every day, giving your

best effort, and striving to be better, whether in athletics, business or as a parent. Respect is something I hold deeply, whether it’s respecting my competitors, my team or the people who have paved the way before me. It also means respecting myself – recognising when to push forward and when to rest. And friendship is one of the most beautiful aspects of the Olympic Movement. It has connected me with people from all over the world, showing me that, despite different cultures, languages and backgrounds, sport has the power to bring us together in a way few things can.”

What do the Olympic rings mean to you?

“The Olympic rings are one of the most powerful symbols in the world. For me, they represent unity, possibility and legacy. They remind me of the journey I’ve taken – the sacrifices, the victories and even the setbacks that have shaped me. More than anything, they symbolise a shared dream – a reminder that athletes from every corner of the world, no matter their circumstances, can come together with the same goal: to push their limits, inspire others

and leave a lasting impact. On a personal level, the rings hold deep meaning in my life. My husband gave me a necklace with the Olympic rings, and you can almost always find me wearing it.”

How can the Olympic Movement help make a better world?

“Sport has a unique ability to transcend barriers – it brings people together, builds bridges and creates a common language of determination, respect and hope. The Olympic Movement, in particular, has the power to showcase diversity, amplify important conversations and inspire the next generation to dream bigger. It can be a platform for social change, whether it’s advocating gender equality, highlighting underrepresented communities or setting new standards for inclusivity.”



How has the Olympic experience inspired you?

“My involvement in the Olympic Movement has always been intertwined with my passion for sport. From the moment I started training, the Olympic dream was a driving force. My family has played a crucial role, as sport has united us and instilled values that are now part of our very essence. The impact of my coach Vitaliy Petrov, the training camps and the atmosphere have been key inspirations. Growing up, sport was a priority, whether it was during school breaks or training sessions. This shared commitment to sport has brought my family and community closer together.”

What do the Olympic values mean to you?

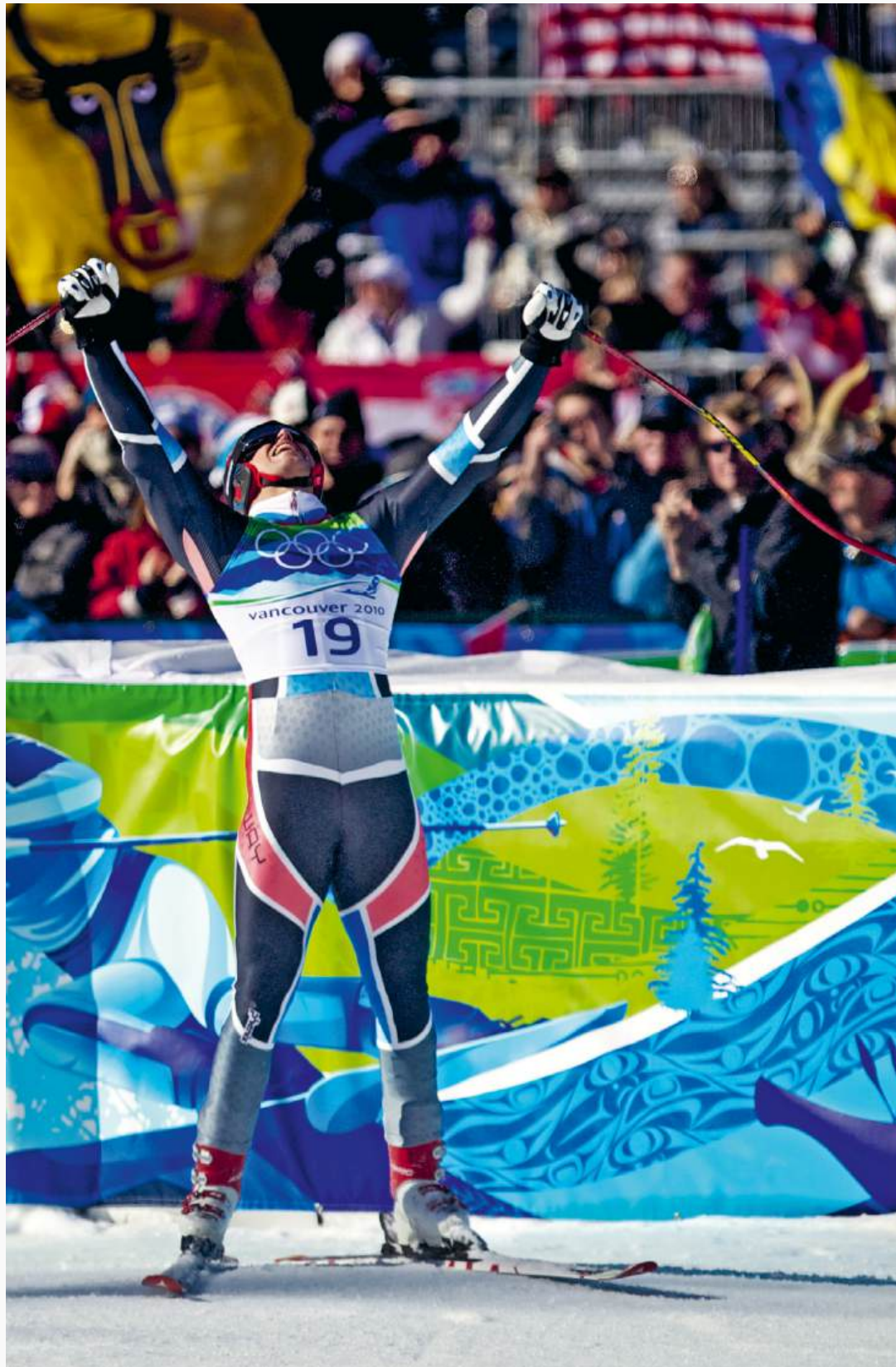
“In my pole vault competitions, I have experienced firsthand the friendship and fair competition that embody the Olympic values. These values guide me not only in sport but also in life. As I matured, I came to understand their deeper significance, and they have shown me the right pathways. These values are essential for guiding youngsters and fostering a sense of fair play and mutual respect.”

What do the Olympic rings mean to you?

“The Olympic rings are a powerful symbol for me. They represent big meanings and values that are unique and invaluable. Whenever I see them, I am reminded of the unity and the shared values that they stand for. It's difficult to put into words, but the rings evoke a sense of pride and a commitment to uphold these values.”

How can the Olympic Movement help make a better world?

“The Olympic Movement has the power to unite people. It is the biggest event where athletes gather in the Olympic Village, competing together and sending a strong message of peace and unity. This unique Movement brings society together, building a community under the same values and rules. It is important for children to be involved in sport from a young age to learn these values. Through all these activities, the Olympic Movement has a significant impact on promoting peace and togetherness in our world.”



How has the Olympic experience inspired you?

"There are very few things in life that inspire and motivate like sport. The Olympic Movement is sport at its best. Sport has shaped the way I approach life. I would never have achieved what I did in sport without a great team full of great friends. Most things in life we do together, and when done right we build friendships along the way. Even the individual achievements in life that might seem like a 'one-man show' are the result of a great team of people."

What do the Olympic values mean to you?

"Friendship and respect are core values that were very important when we built the Norwegian Alpine team. And they still are today. Both for the athletes that are still active, and for me in my personal life. Excellence comes from hard work and being well prepared. The chances of getting the work done and excelling at what you do become a lot higher if you build friendships with the people around you."

What do the Olympic rings mean to you?

"My first memory of the Olympics is from 1994 in Lillehammer. We went as a family to experience the Games. Not just the skiing, but different events including the atmosphere in the town of Lillehammer. I was 11 years old and this felt like a big event that united not just Norway, but everyone that came to visit or even those watching the Games on television. This feeling has been strongly confirmed by being able to attend the Games as an athlete. The feeling of being part of something bigger makes the Olympics different from any other competition. Even if it's the most important race of your career, this feeling of being united and part of something bigger has a very strong presence."

How can the Olympic Movement help make a better world?

"The Olympic Movement is very inspiring. And so are the five rings as a symbol. The Olympic Movement has the potential to inspire on a global scale. There's no mechanism that requires anyone to take a side or a party. And this feeling of being united is stronger the closer you come to the competitions and the athletes/teams. Taking an even more active role in telling the stories of the athletes, the preparation for the Games and what happens on the 'inside' of the competitions could unleash more of the Olympic Movement's potential. I believe the Olympic Movement is one of very few movements that can unite on the global scene."



How has the Olympic experience inspired you?

“Ever since I was a young boy, I was captivated by the Olympic rings and what they stood for. The Olympic Games represented the ultimate dream.

That dream didn't just belong to me; it became my family's dream as well. Their unwavering support and shared belief in the values of the Olympic Movement were instrumental in my journey as an athlete.

And through the Olympic Values Education Programme (OVEP) in India, we are reaching millions of young children. This programme is not just about teaching sport; it's about instilling values that shape better citizens, healthier individuals and more inclusive communities.

So, the Olympic Movement has not only shaped my life but also the lives of my family, my community, and now countless others. It reminds us all that sport has the power to inspire hope, break barriers and bring people together in ways that few other things can.”

What do the Olympic values mean to you?

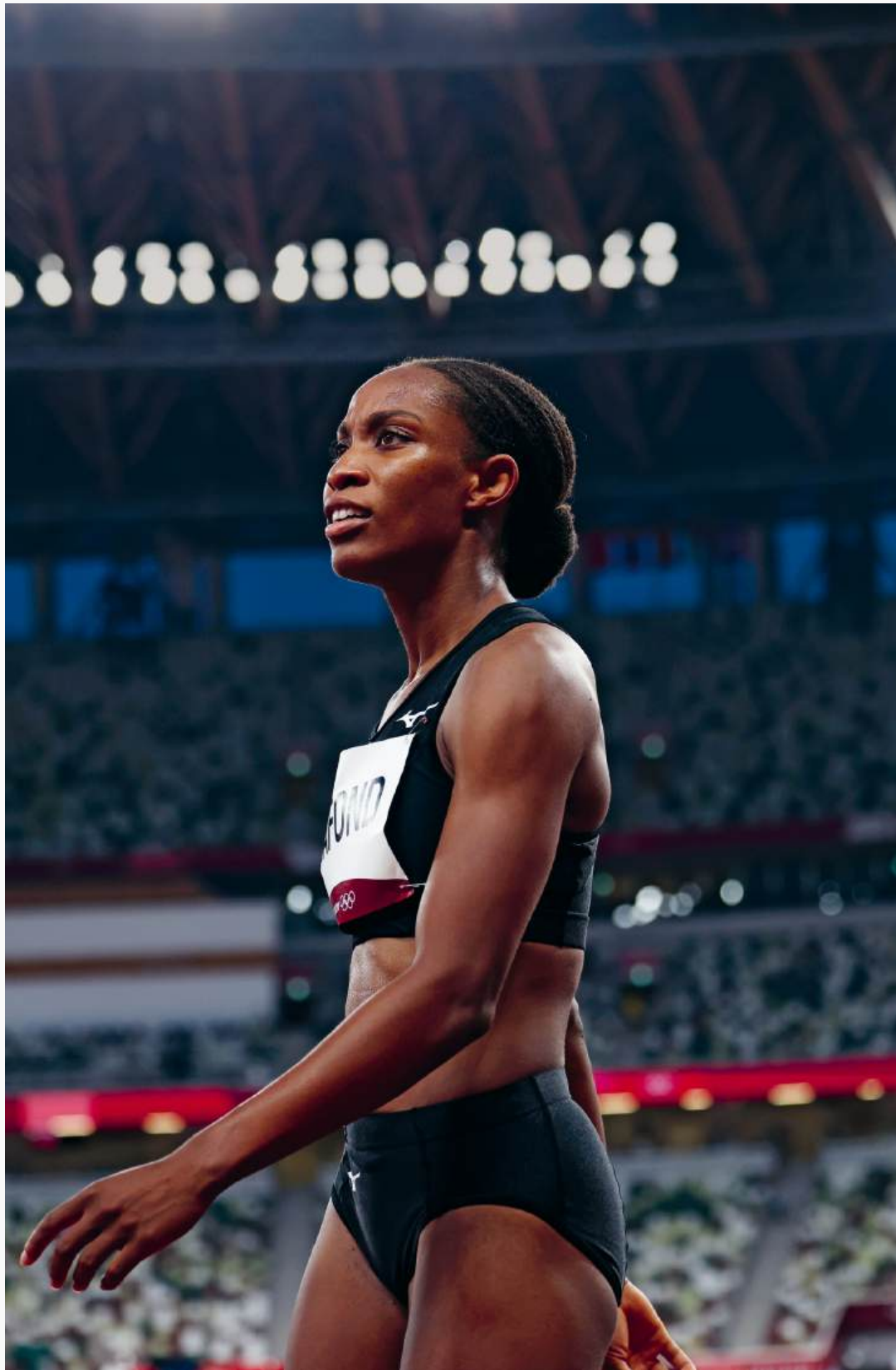
“Excellence drives me to give my best in everything I do, respect reminds me to value others and their journeys, and friendship highlights the importance of building bonds that transcend competition. These values have shaped not only my career but also how I strive to live as a person.”

What do the Olympic rings mean to you?

“The Olympic rings symbolise unity in diversity for me. They remind me of the world coming together, celebrating our shared humanity through sport. Each ring represents hope, connection and the pursuit of greatness, regardless of borders.”

How can the Olympic Movement help make a better world?

“Sport has a unique ability to break down barriers, foster inclusivity and inspire positive change. The Olympic Movement amplifies this by promoting values that unite people, encourage healthy lifestyles and teach resilience and solidarity. Together, they pave the way for a more peaceful and connected world.”



How has the Olympic experience inspired you?

"I think my involvement in the Olympic Movement has inspired not only myself, but my family and my community to really focus on the importance of togetherness. While my success at the 2024 Olympic Games made history, I have been clear that I could not have done this by myself. Dominica's success at the Olympics serves as a reminder of the importance of working together to achieve a goal. I could not have done this without the support of my family, friends, and medical professionals, and the love from Dominicans all around the world."

What do the Olympic values mean to you?

"The Olympic values of excellence, respect and friendship reflect the same values that I carry throughout my life. At the elite level of sport, you are striving for excellence; the same can be said for life goals. You must respect your country, the sport, and remember that athletes, like all people, are on their own unique journey. However, the journey is only made sweeter by the connections and friendships you make along the way."

What do the Olympic rings mean to you?

"The Olympic rings conjure the message of unification of the world. To me, the Olympic flag is what we get when we combine all the flags in the world. The divisions of oceans, race and religion are gone. It's beautiful but always leaves feelings of wistfulness for what the world could be like if we carried the Olympic spirit with us every day."

How can the Olympic Movement help make a better world?

"I think the Olympic Movement can help break the barriers of cultural differences, and it shows us that we aren't all that different. The love of sport and teamwork is found throughout the world. Sport crosses borders to teach us the importance of hard work, perseverance, accountability and sportsmanship. I think the world could do with a lot more of that kind of influence."



How has the Olympic experience inspired you?

“Sometimes I don’t think people truly grasp the power of the Olympic Movement to change people’s lives. But I’ve seen it, from the high rises of New York to the beaches of Tonga. It knows no financial, social, mental or physical boundaries. It applies to all people regardless of race.

Ever since I was a child, I dreamed of becoming an Olympian. But the true magic came not when I became an Olympian but when I saw the impact it had on the youth of today. It set a fire within kids’ hearts: not only was anything possible, but they too could one day better their lives and achieve their dreams.”

What do the Olympic values mean to you?

“They represent the pinnacle of what we can be in this life. Each day they push me to become the greatest version of myself.”

What do the Olympic rings mean to you?

“The rings themselves represent so much joy in my life. They represent that quest for excellence. They represent the journey, the experiences, the adventures.

They represent the tears, the heartache of defeat and the joys of powering through that defeat and pain to find freedom from the chains that bind us.”

How can the Olympic Movement help make a better world?

“The Olympic Movement is influencing young kids all over the world to achieve their dreams. I’ve seen it firsthand. Kids without shoes, gyms or support saying ‘Pita, I’m going to be an Olympian one day’. Their dream was ignited. They watched an Olympics and saw what was possible.

There is an Olympian in all of us. Those like myself that carry the badge are nothing more than representatives of what each and every human being can become should they choose to pursue their dreams. At our core, anyone who strives to better themselves is an Olympian. Faster, Higher, Stronger – Together is our deepest search to become who we subconsciously know we are – an Olympian.”



How has the Olympic experience inspired you?

“The Olympic Movement has been a driving force in my life, bringing my family and community together in ways I never imagined. My family has supported me through every step of my journey, and through my experiences, I’ve been able to give back to my community – whether by mentoring young athletes, advocating inclusivity in sport, or inspiring the next generation to chase their dreams. The sense of unity and shared purpose that the Olympics foster goes beyond just competition; it builds lasting connections that transcend sport.”

What do the Olympic values mean to you?

“Excellence has driven me to continuously push my limits, not just in the pool but in every aspect of my life, including my academic and professional pursuits. Respect is at the core

of my interactions – with teammates, competitors and mentors alike. It reminds me that success is not just about winning but about how we uplift those around us. And friendship has been one of the greatest gifts of the Olympic experience – forming lifelong bonds with people from all over the world, united by a shared passion and mutual respect.”

What do the Olympic rings mean to you?

“When I see the Olympic rings, I feel an overwhelming sense of pride, unity and responsibility. They remind me of the sacrifices, dedication and dreams that every Olympian carries. They also symbolise the incredible diversity of the Olympic community – athletes of different backgrounds, cultures and journeys coming together under one shared vision. To me, the rings are a testament to resilience and the unifying power of sport.”

How can the Olympic Movement help make a better world?

“Sport has the power to bridge divides, break barriers and create opportunities. The Olympic Movement is a beacon of hope, showing that through perseverance and collaboration, we can overcome challenges and achieve greatness. By promoting inclusivity, equality and access to sport for all, the Movement can empower individuals, especially youth, to find their voice, develop confidence and build a better future – not just for themselves but for their communities!”



How has the Olympic experience inspired you?

“The Olympic Movement has deeply influenced my life, shaped my journey and kept inspiring my family and community to unite in meaningful ways. Representing Palestine at the 2012 and 2016 Olympic Games was more than a personal achievement; it became a source of pride and connection for my community. Standing on the world stage as a representative of Palestine filled me with massive responsibility and honour. It was an opportunity to present the resilience and spirit of my people, and it brought us together in shared celebration and hope.

My family's unconditional support throughout my Olympic journey was so important, teaching me all the importance of teamwork and shared effort. They stood by me through every challenge, reminding me that success is rarely a solo effort. Their belief in me fuelled my drive and made every victory even more meaningful.”

What do the Olympic values mean to you?

“The Olympic values of excellence, respect and friendship play a fundamental role in my life. Excellence is the drive that motivates me to constantly evolve, not just in my performance as a former athlete, but in how I carry myself every day. It's a mindset that pushes me to set higher goals, take on challenges and learn from every experience, whether it leads to victory or teaches me through defeat.

Respect is the compass that reminds me to value my competitors and the rich diversity of cultures and traditions that each

individual brings to the table. It encourages me to approach every encounter with humility and an open mind, recognising that true growth often comes from understanding others.

Friendship has been one of the most fulfilling aspects of my Olympic journey. The bonds I've formed with athletes from across the world have transcended language barriers and nationalities, creating a network of support and shared understanding. These relationships have taught me the value of collaboration, empathy and mutual encouragement.

These values are not just words or ideals; they form the foundation of how I live, work and connect with others. They guide me in my interactions, reminding me to aim high, treat others with kindness and fairness, and cherish the connections I make along the way. The lessons I've learned through embracing these values continue to shape my character and inspire me to contribute positively to the world around me.”

What do the Olympic rings mean to you?

“The Olympic rings bring a rush of emotions and images to mind. They stand for unity, resilience and hope, showing how people from across the world come together. To me, the rings are more than a symbol; they are a powerful reminder of what humanity can achieve when we focus on what unites us instead of what divides us. They represent the shared dreams and aspirations of athletes and nations alike, regardless of size, wealth or political differences.

For me, the rings also carry a personal significance. They

encapsulate the sacrifices, dedication and dreams that define the Olympic journey. They remind me of the countless hours of training, the moments of doubt, and the ultimate joy of achieving something greater than myself.”

How can the Olympic Movement help make a better world?

“I truly believe the Olympic Movement and sports in general have the ability to make the world a better place. Sports go beyond language and cultural differences, creating opportunities for understanding and connection. They encourage healthy living, teach discipline and promote fair play. The Olympic Movement, especially, shows how sports can unite nations, inspire cooperation and motivate young people to aim high. It's a source of hope, telling stories of triumph and resilience that touch millions.

Working with the International Olympic Committee during the Paris 2024 Games only strengthened my belief in the Olympic Movement's ability to connect people and drive positive change. Being part of a global effort to support athletes and promote the values of the Olympic Games reinforced my commitment to spreading its message.

The Olympic Movement has proven to me that sports are more than competition; they are a universal language of hope and unity. They have the power to exceed barriers, bringing people together in ways few other things can. Whether it's on the field, in the pool or behind the scenes, sports can create a ripple effect, inspiring individuals and communities to dream bigger and strive for a better, more inclusive future.”



**TO EVERYONE WHO MAKES
THE OLYMPIC MOVEMENT**

The proven winners, undaunted losers and hesitant beginners

The tireless organisers

The movers, shakers and change-makers

All the armchair fans and stadium flag-wavers

Every life the Olympic Movement has touched
Every life the Olympic Movement has changed

Those who welcome us to their cities

Those who work with us in their communities

Those who champion us in their countries

All our valued partners and sponsors

All our colleagues

All who advise us and share their knowledge with us

Every local volunteer

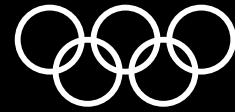
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Every entrepreneur and innovator

Every motivator and educator

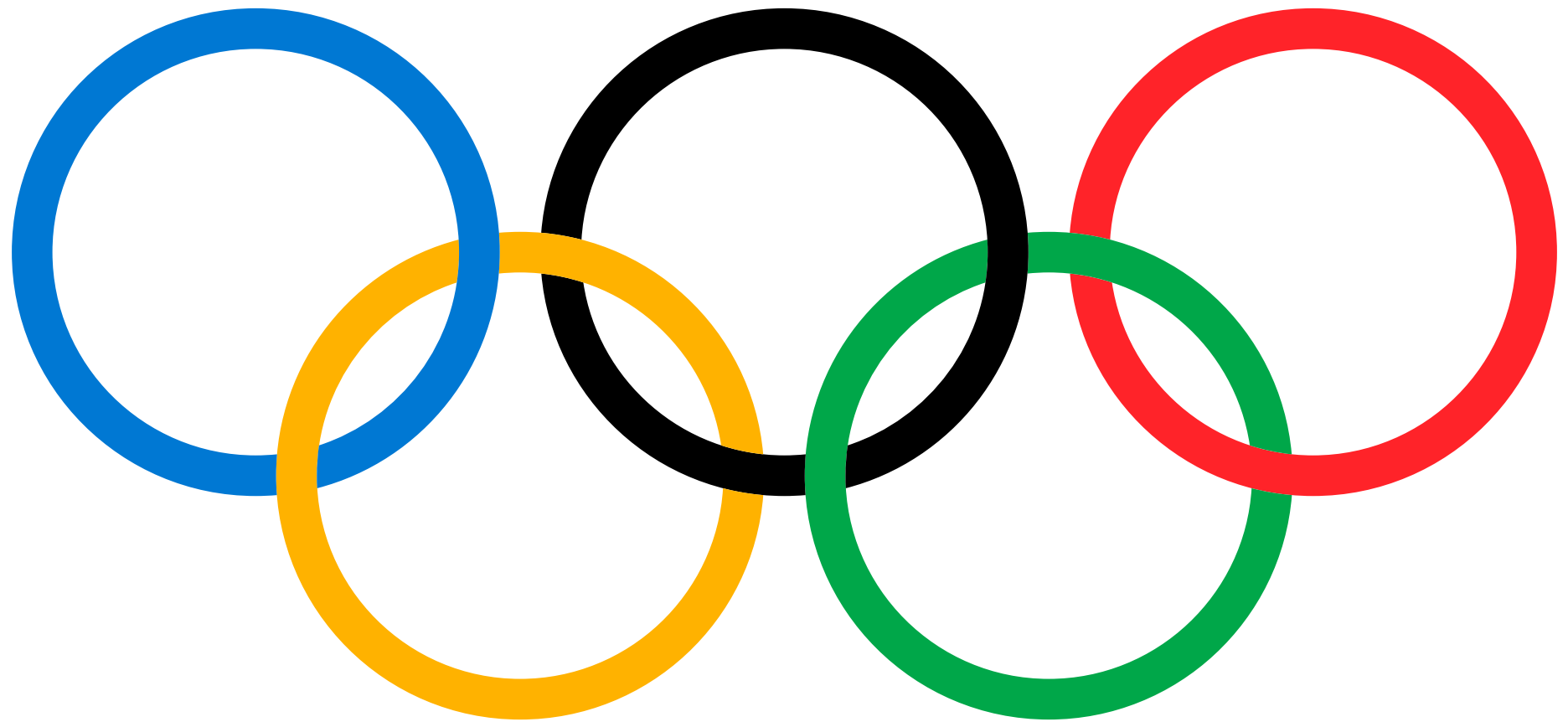
All those with a dream to be the best they can be

All those working with us to build a better world through sport



THANK YOU

Faster, Higher, Stronger – Together



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Faster, Higher, Stronger – Together

