



For Immediate Release

WOA calls on Olympians to embody spirit of Olympic Games

PyeongChang, South Korea; 08 February 2018

As PyeongChang prepares to welcome athletes the world over for the start of the XXIII Olympic Winter Games, **World Olympians Association President Joël Bouzou OLY** has called on those competing to honour the spirit of Olympism to create a truly memorable Olympic Games.

Speaking ahead of the Opening Ceremony, Bouzou congratulated competing athletes and urged them to reinforce the positive values of the Olympic Movement through their athletic performances.

“The Olympic Games are our opportunity to show the best of humanity. To set aside our differences and collectively strive towards a common goal. To show humility in winning and graciousness in defeat. To embody the values of Olympism and to show the world the unity that is found in sport.

“As we have seen through the unification of North and South Korea for these Olympic Games, sport is a powerful tool for harmony. It is important we do not stop here, more can be done to maximise the enormous potential of sport.

“As ambassadors of their sport, their country and their communities, Olympians have the power to drive change beyond the sporting field. By carrying with them the spirit of the Olympic Games, they can help make the world a better place.

“I wish all athletes competing, a safe and successful Olympic Games and I look forward to watching the spectacular performances as they unfold over the coming fortnight.”

Throughout the Olympic Games, World Olympians Association will be running events and activities as well as their ever-popular ticketing programme that allows Olympians attending the Games to watch sporting events for free, in recognition of their important role within the Olympic Movement.

WOA will also be launching the winter edition of its *Olympians for Life* exhibition, a project that honours Olympians who have made a significant contribution to society both during and beyond their athletic career.

-ENDS-

Notes to Editors

About World Olympians Association

WOA is the member organisation for the more than 120,000 Olympians worldwide. Our remit is to work for the benefit of all Olympians at all stages of their lives, empowering them to serve society and help make the world a better place. With 149 member National Olympians Associations spread across all five continents, WOA provides support to Olympian-run events and projects based on the Olympic ideals laid down by the founder of the modern Olympic Games, Pierre de Coubertin.

For more information

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