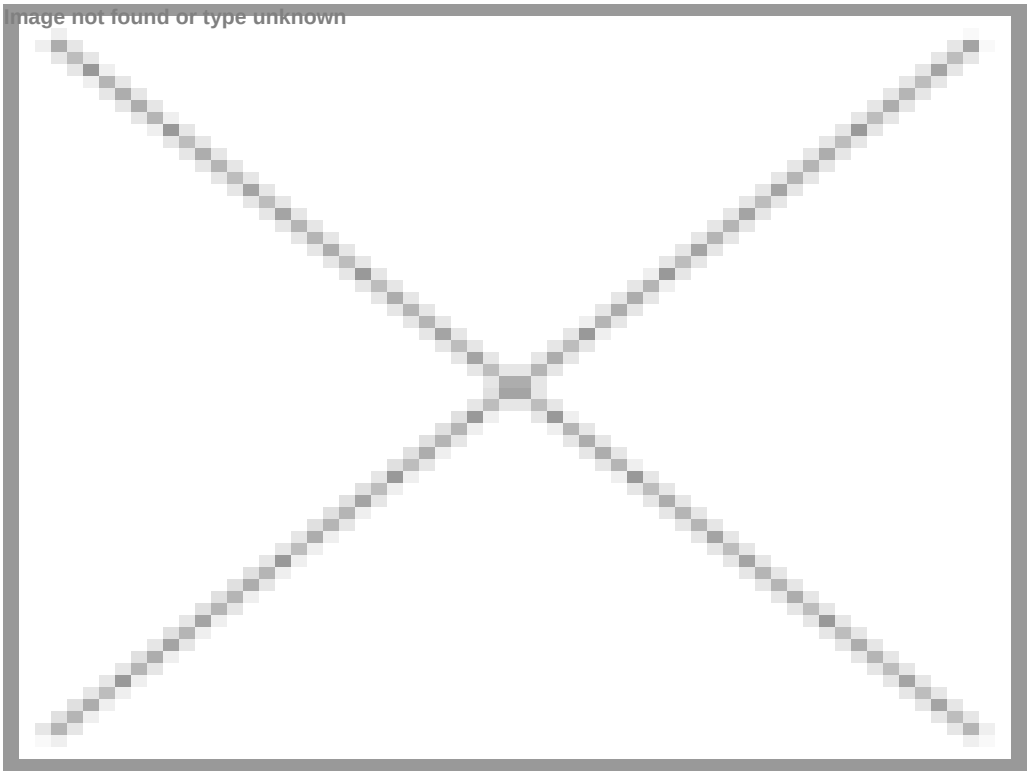
03 JUN 2014

JOIN OLYMPIC ATHLETES IN GETTING ACTIVE ON OLYMPIC DAY!



On what occasion would you see 18-time gold medallist Michael Phelps swim backwards; Olympic champion Usain Bolt play cricket; Sochi 2014 half-pipe champion Iouri Podlatchikov skateboard or gold medallist hammer thrower Koji Murofushi play golf? On 23 June for Olympic Day!

It’s that time of year again when the Olympic Movement is calling on you all around the world to get active for or leading up to Olympic Day. As part of the International Olympic Committee (IOC)’s ongoing mission to use sport and physical activity as a tool for good, Olympic Day is an opportunity to encourage young and not-so-young citizens across the globe, regardless of their abilities and background, to get moving, learn the benefits of physical activity, discover new sports and most importantly, embrace the Olympic values of excellence, friendship and respect.

Watch the clip and see how these Olympic champions have already answered our call to action to try something new for Olympic Day.

All you need to get active is you. Be inspired by our athletes, get moving and join the fun. Capture the moment of you trying something new, share your photo on social media and use the hashtag #olympicday to show us what you're doing to be part of the movement.

Check out all the latest Olympic Day activities taking place near you and across the globe on our world map at www.olympic.org/olympicday.

Learn more about Olympic Day

(Photo: Mike Lewis)