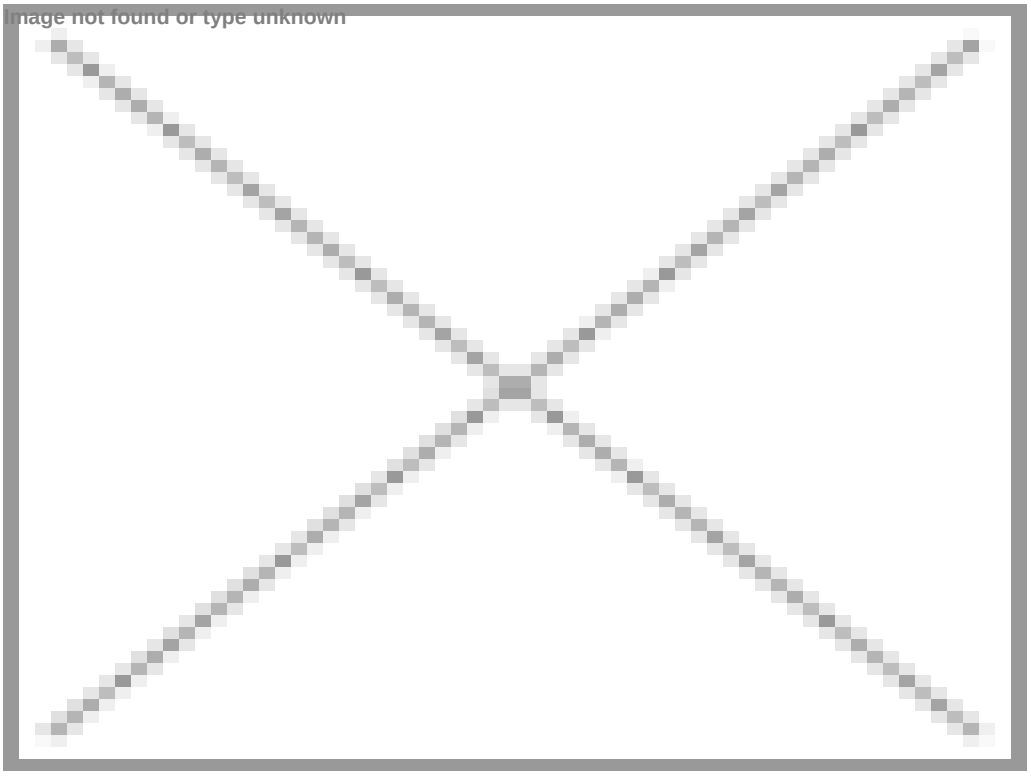
23 JUN 2014

DON'T FORGET TO CELEBRATE OLYMPIC DAY ON 23 JUNE



Olympic Day was introduced in 1948 to commemorate the birth of the modern Olympic Games on 23 June 1894 at the Sorbonne in Paris. The goal was to promote participation in sport across the globe regardless of age, gender or athletic ability.

Olympic Day has developed into much more than just a sports event. Based on the three pillars “move”, “learn” and “discover”, National Olympic Committees are deploying sports, cultural and educational activities. Some countries have incorporated the event into the school curriculum and, in recent years, many NOCs have added concerts and exhibitions to the celebration. Recent NOC activities have included meetings for children and young people with top athletes and the development of new web sites directing people to programmes in their neighbourhood.

You can get involved. Send your photos of what you are doing on Olympic Day and use #OlympicDay

Join the Challenge!