

# Arete

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Winter 2004

*At the touch of love  
everyone becomes  
a poet.  
Plato*

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## The 2003 Danish Torch Relay Mette Lindstrøm (DEN)



In May 2003 a torch traveled 1200 kilometers through all regions of Denmark by muscle power. The main idea behind this torch relay was to promote physical activity and the benefits of a healthy lifestyle. In this article you will find out how to use the concept of a torch relay to promote a cause related to physical activity, health and sports.

Based on new research, scientists have developed guidelines for daily physical activity. These include 30 minutes a day of physical activity for adults and 60 minutes a day for children. Unfortunately, not many people know about these recommendations but they can be crucial if people wish to live a long and well functioning life.



### Why a Campaign about physical activity?

- The World Health Organization (WHO) predicts that 70% of the population will suffer from lifestyle diseases by 2020.
- Statistics show that 20-30% of the Danish population is inactive.
- It has been documented that inactivity is just as dangerous as smoking.

Based on this background the National Board of Health decided to organize a campaign to get the Danish people moving.

### The aims of the Campaign

The campaign had three major aims:

1. To rise awareness of the importance of physical activity and inform the population that 30 minutes a day is the international

*(Continued on page 8)*

## Obituary

On November 21, 2003 the father of IOAPA founding member Marilena Voyat (ITA), Ezio Voyat, passed away after a long illness. As many know, Marilena missed her first IOAPA conference this past summer in order to care for her ailing father.

The Voyat family were renowned wine makers winning awards throughout the world. Their vineyards have been producing wines since the time of Caesar and were appreciated by the royal families of Europe. Marilena was very close to her father and has now assumed many of his responsibilities. The information below came from a web page on the fine wines of Europe.

“It is a family business and everyone is involved: his wife Mary designs the labels, his children Marilena and Adolfo help in the vineyard and in the cellar. The technique has changed, but some rituals survive. The ‘foliou’ and ‘rosetta,’ special sticks to press the grapes directly in the vineyard are kept in a museum and there are new wines on the market: the red wine Le Muraglie (the walls), named after the walls built to prevent the vineyard from falling, since it grew on a slope that was about to slide down. Ezio built his walls with so much pain that he changed the name of the Chambave Rouge wine. He also change the name of his Moscato, calling his dry white wine La Gazzella (gazelle) in honour of Marilena, Valle d’Aosta and Piemonte champion of the 100 and 200-meters, a real gazelle.”

As we send Marilena our condolences and best wishes let us also be thankful for the life of Ezio Voyat who gave us our dear friend Marilena. *(Anyone wishing to contact Marilena directly can do so at: marilena.voyat@tin.it)*

*Rusty Wilson*

## Website News

### Héctor Argüelles (ESP)

There are some important news related to our website. The most important piece of information is that our domain **www.ioapa.org** has been totally renovated. Second, from our domain you can access our section on **www.ioa-sessions.org**.

We are currently working on two fronts: first, the updating of the content and second, the uploading of IAOPA’s database. We recommend that you visit our website periodically in the next few months to check what is new.

Moreover, we hope to launch very soon another important feature that will facilitate communication among IOAPA members: the IOAPA mailgroup.

We have also created a new e-mail address that can be used to ask anything related to IOAPA: **info@ioapa.org**. This address will also be used for the mailgroup.

Finally, please notice that all the e-mail addresses of the Executive Board members have been changed and aligned to the latest changes.

As usual, we are at your disposal. You can contact me at **hector@ioapa.org**.

Best regards,

*Héctor Argüelles*

# A Small IOAPA Reunion at the XIV Pan-American Games

## Douglas Crispín Castellanos (CUB)

Since I began my sport life in 1973, I dreamed of participating in an international sport event. It did not matter if it was continental or universal as for example the Pan-American games or the Olympic Games. Although I was never a great gymnast, thanks to my friends Ray and Arne Olsen I had the opportunity to make my dreams come true when I attended the XIV Pan-American Games, held in Santo Domingo, Dominican Republic in August 2003.

I was a participant in the IOA's 38th International Session for Young Participant in the summer of 1998. There I had the opportunity to make friends from all over the world. I kept in touch with some of them but I never saw them again. I wish I could meet them again! That also became a reality during the celebration of the Pan-American Games. In Santo Domingo I met Joseph Alexandre Dubois (HAI) and Maniliz Sagarra (PUR). We felt very happy of seeing each other and we hug as if we were siblings. For me, it was one of the prettiest and happiest experiences of the Games.

For more than four years, Santo Domingo worked really hard to carry out one of the most important dreams a city can aspire to: the organization of an international, multi-sport event. Although many did not trust the organizational skills of Santo Domingo, I believed that the job was done with dignity and integrity before the Americas and the world. When I arrived in Santo Domingo on August 1, 2003, the atmosphere was electrifying.

The opening ceremony was very good. There was a fantastic cultural show that everybody enjoyed. That evening the Olympic spirit floated in the Pan-American stadium, which showed that sport and culture are insepara-

ble, and that Olympism is the largest organization that has ever existed on the face of the earth.

The opening ceremony combined the three dimensions of the Olympics: environment, culture and education, and sport. The artistic performances displayed a sensitivity toward the conservation of the species that live in our world. I can assure that everything was a total success for the sport of the Americas, especially for the organizing city, the whole Dominican Republic and all people and institutions that contributed to the organization of the games. Fair play, education, friendship, and fraternity was all I felt from the tiers of the Pan-American stadium Juan Pablo Duarte the night of August 1, 2003 during the opening ceremony.



**Douglas Crispín Castellanos waves during the opening ceremony of the XIV Pan-American Games held in Santo Domingo, Dominican Republic in August 2003**

enced in events of this magnitude: although a handful of athletes won their events, all of them understood that they had taken part in the Games for the glory of sport.

This is our Olympic message for the new generations: sport continues being the most effective road for education and peace because it is a school of moral justice. The end of the Olympics transcends the Games and is locked in the following sentence used in Ancient Greece, the cradle of the Olympics: "we want for all our citizens a mind of gold in an iron body". This was the message of the XIV Pan-American Games.

***Douglas Crispín Castellanos***

# News About the Athens 2004 Torch Relay

IOAPA President Laurel Brassey Iversen received the following response from ATHOC 2004 regarding a possible IOAPA participation in the Athens 2004 Torch Relay. IOAPA members are encouraged to apply individually.



ΑΘΗΝΑ 2004



Mrs. Laura Brassey Iversen  
IOAPA President  
2665 Puuholo Rd  
Koloa, Hawaii 96756  
USA

ΑΘΗΝΑ 2004  
ΔΙΕΥΘΥΝΣΗ ΛΑΜΠΑΔΗΦΟΡΙΑΣ  
ΕΣΣΡΧΟΜΕΝΗ ΑΛΛΗΛΟΓΡΑΦΙΑ  
ΑΡ. ΠΡΩΤΟΚΟΛΛΟΥ: 20975/2003  
ΗΜΕΡΟΜΗΝΙΑ: 2/10/03

Athens, September 29, 2003

Dear Mrs. Iversen,

Thank you for your letter dated September 16<sup>th</sup> 2003 addressed to Mr. Kritsinelis and for your interest in IOAPA members participating as Torchbearers' in the Athens 2004 Torch Relay.

We would like to inform you that in a couple of months the Torchbearers' selection process will be announced where your members can apply individually and if chosen take part in the Relay.

As far as the route is concerned, the Athens 2004 Organizing Committee for the Olympic Games (ATHOC), in its effort to create a truly global International Olympic Torch Relay for the first time in the Olympic history, has very carefully selected, according to IOC limitations and strict objective criteria, a Route that for the first time takes the Olympic Flame to all five Continents, including thirty three Cities in all.

For further information and details on terms and conditions for eventual participation a full explanatory page will be available on our Internet site [www.athens2004.com](http://www.athens2004.com) as soon as the selection procedure will be made public.

The ATHENS 2004 Organizing Committee for the Olympic Games, remains at your entire disposal for further information on the above mentioned issue.

Sincerely,

  
Penny Mikelopoulou  
Torch Relay Manager

# A Personal Olympic Journey: 1997-2004

## Bulent Bulut (TUR)

Hello to all IOAPA friends from Salt Lake City:

Hope all of you are doing great! The long Olympic journey I took back in 1997 following the IOA session still continues on in Salt Lake City. I've been working as the Sports Coordinator at the Utah Olympic Park, venue for the Nordic Jumping and Sledding events, since 1999 following a year at the Olympic Committee headquarters during the busy scandal time. I had the absolute most wonderful experience preparing for and being a part of the best Winter Olympic Games put on by the most dedicated people I have ever met, both volunteers and employees alike. Almost two years after the Winter Games touched the hearts of many, we can still feel the Olympic Spirit in Utah and are working hard to keep this Olympic Legacy alive. The Olympic education programs and youth sports programs, along with successfully managed Olympic venues that are backed by the legacy of financially successful Olympic Games have brought forth the best post-Games scenario possible. We have had thousands of athletes including many Olympians coming to train and compete at our facilities year round, along with tens of thousands of visitors coming to watch them and wanting to taste even just a bit of the Spirit of the Games. Through our ongoing Olympic education components and sports programs that were implemented prior to and post-Games, the Olympic movement and the value of athleticism have touched the hearts of hundreds of thousands of people over the course of just a few years. I hoped to discuss these successful programs at the IOAPA session last month but was not able to attend the session due to a very busy work schedule. Now I hope to share much of my feedback with you through emails, until it's time for the next IOAPA session in 2005.

On the personal side, my wife and I are expecting our first child in February, coincidentally on the second anniversary of the Games. Also, while working right next to the fastest luge track in the world, I had the opportunity to receive my Skeleton sliding license in 1999 and have been an active skeleton slider ever since. There is nothing like going down head first at speeds well over 120km/h with your chin a couple inches off the ice just imagine yourself strapped to your car's front bumper on a snowy day going at that speed and you'll know what I mean. I had an overall 8th finish locally last season, and hope to devote more time and make it to Torino or Vancouver to represent Turkey when the time comes. My vision goes well beyond what I hope to accomplish personally, while I continue to work on expanding our NOC's Winter Olympic participation by creating opportunities for Turkish Olympic hopefuls in Nordic Jumping, Freestyle Aerials, Luge, Skeleton, Bobsled, Speed Skating and Biathlon programs here in Utah. If any of you are also interested in winter sports opportunities for your NOC's sports programs, I would be more than happy to provide any information and assistance you may need to get started. My experience here in Salt Lake City has definitely been a life-changing one and I hope to pass the fire within to fellow IOAPA friends while opportunities still exist. Best regards to all of you,

***Bulent Bulut***

## Would You Like To Become IOAPA Coun- try Representative?

**Lone Jakobsen (DEN)**



Denmark, 24<sup>th</sup> of January 2004,

From the 12 – 16 August 2003 the 8<sup>th</sup> IOAPA session was held; it was a constructive session with many new ideas.

One of these ideas was to elect a new Executive Board member to be responsible as head co-ordinator of the national and regional country representatives or co-ordinators. It is my pleasure to have this position for the next 1½ years.

We, who attended the session in August, agreed on the following:

- It is important to create a systematic structure to enable effective communication to spread our resources and further Olympic Education.
- It is important that the country representatives are active in their countries: recruiting new IOAPA members, establishing a network for those attending an IOA session, be a link to the IOAPA and the executive board and to motivate past IOA participants to continue their work.
- Country representative will regularly inform the head coordinator about their activities.
- The head-co-ordinator will collect the information and motivate country representatives to establish new activities and help where needed.

**It is not a difficult job, because you will get all the help, you need from us. We will establish a network via email and we can also offer you a handbook for country representatives describing their responsibilities and how to accomplish these tasks. This information is very important and can be sent it to you by email or by mail.**

If you have questions or comments, don't hesitate to contact me.

The IOAPA needs your help and support.

Best regards,

*Lone Jakobsen*

## Updated List of IOAPA Country Representatives

Argentina  
Silvia Dalotto

Aruba  
Michael Croes

Australia  
Alistair Cameron

Austria  
Harald Regensburger

Cameroon  
Issa Moktar Djallo

Canada  
Brigitte Legare

Denmark  
Lone Jakobsen

Ethiopia  
Dr. Mekonnen Jemaneh

Ecuador  
Carlos Manzur

Egypt  
Mohamed Helal

FYROM  
Zoran Popovski

Great Britain  
Jeremy Cross

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**Important News, Do Not Skip Them!**

*Members e-mails*

To make communication easier IOAPA secretary, Jeremy Cross, has been attempting to obtain a valid e-mail address for all members. So far with your help we have increased the total of confirmed emails from 63% to 88%. Please fill in any of the blanks you know from the database Jeremy sent and sent it to him at [jeremy@ioapa.org](mailto:jeremy@ioapa.org).

*ATHENS 2004 Volunteer Work at the Olympic Youth Camp*

There are many IOAPA members who have expressed an interest in working at the OYC and who have applied mentioning our IOAPA membership. Maria Edipidi, the OYC Program Co-ordinator, recently informed us that applicants will be receiving more information in January.

*Membership Renewal*

You can now pay your IOAPA membership fees by debit from international credit cards. This applies to 3 worldwide cards: VISA / MASTERCARD / DINERS. This is fantastic news as now there is no need to send cheques through the post. It is still possible to pay by cheque but now this is also an option. Membership is for a 2 year period and currently stands at US \$30 or Euro25. If you have any questions about this, contact IOAPA treasurer, Paul Baldacchino at [pablo@ioapa.org](mailto:pablo@ioapa.org). If you need a renewal or application form contact Jeremy Cross at [jeremy@ioapa.org](mailto:jeremy@ioapa.org) or download it yourself from our website.

*(Continued from page 6)*

Greece  
Matina Giorga

Haiti  
Gerty Valme

Hong Kong  
Fanella Ng

Iceland  
Bjarni G. Dórmundsson

Israel  
Ronit Marcovitz

Italia  
Igor Lanzoni

Kenya  
Alfred Otula

Liberia  
Frederick A. Pratt

Malta  
David Azzopardi

Mauritius  
Ajay Gookhool

Mexico  
Alberto Pellico

Norway  
Vigdis Vatshaug

Romania  
Stefan Predescu

South Africa  
Tshikani Baloyi

Spain  
Héctor Argüelles

Sudan  
Khalid Elbeely

Taiwan  
Leo Hsu

USA  
Elizabeth Hanley

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guideline for adults.

2. To create networks for physical activity at a local level.
3. To create a unified platform for action.

### The Strategy of the Campaign

The campaign was based on a two-leg-strategy: a Mass Media Strategy and a Network Strategy. The elements of the Mass Media Strategy was Mass media communication through National TV, which included the weather forecast, radio spots, brochure to doctors, advertisements in busses, trains and newspapers. One newspaper featured the torch relay through articles with famous people and their attitude toward physical activity. In addition, lots of time was spent nursing the press with statistics, information and news about the campaign. The Network Strategy consisted of a Torch Relay that traveled from the north of Denmark to the capital in one week. The opening ceremony coincided with the WHO's Move for Health Day on 10 May 2003. A week later the torch arrived in Copenhagen for the closing ceremony, which was organized at Tivoli with the presence of the Minister of Health. The organization of the torch relay involved 300 people. Along the torch's way sport clubs and different institutions organized activities and happenings to celebrate the event.



### The Results of the Campaign

Once the campaign was finished the Danish National Board conducted a research to study the effect of the campaign. The conclusions were that:

- 77% of the Danish population noticed the campaign.
- 77% was aware of the need to exercise 30 minutes per day.
- New networks for physical activity were established in almost all regions of Denmark.
- Local partners wanted to join in the campaign to be conducted the following year.

It was found out that the concept of a torch relay was perfect to promote physical activity and the benefits of a healthy lifestyle. The torch relay united the people and the many regions of the country. The torch was also perceived as a social meeting point that cut across age and culture. Many active Danes carried the torch with pride. The spirit of the torch gave energy to the whole campaign. The aim is now to develop the concept of the torch relay further through partnership with sport clubs, organisations and other partners. If you want to know more about the 2003 Danish Torch Relay, please and be inspired by it go to: [www.30minutter.dk](http://www.30minutter.dk)

### What do you need to organize a torch relay?

- Time - Money - Partners - Willingness

## Valuable Olympic Publications At No Cost!

There is a new section on [www.ioa-sessions.org](http://www.ioa-sessions.org) where you will find valuable publications related to the Olympic Movement. The first publication available is "Olympic Studies" by Prof. Dr. Lamartine DaCosta (BRA), an IOAPA member. To access it click "Service" and then "Publications". Publications are available to all who have attended any of the Sessions organized by the International Olympic Academy. If you are interested in uploading your production (book, thesis, dissertation or poster presentation), please contact Theo Breuers, postmaster of the site, at [breuers@db1.org](mailto:breuers@db1.org) for further information.

Happy readings!



## What Have They Been Doing? News from IOAPA Members

### It was heard that ...



**Carlos Manzur** (ECU) and his wife **María Paulina** had their fourth child on October 1, 2003. The name of the baby boy is **Carlos Checrallah Manzur Martínez**. Like father, like son! Congratulations!

Carlos Checrallah Manzur Martínez (left)  
few days after being born

**Leo Hsu** (TPE) sent more news about the first Olympic Studies Center in Taiwan he helped establish at Da-Yeh University.

Leo Hsu (right) introduces the Olympic Studies Center as well as some of his colleagues and students



Earlier in January 2004 **Verónica María Gutiérrez Lozoya** (MEX) was interviewed in a Mexican TV show in which she referred to the history and meaning of the Olympic flame. The show can be listened at <http://www.radioformula.com.mx/estaciones/estacion3.htm> or seen on on-line TV at <http://www.teleformula.com.mx/programas/EnVozAlta/default.asp>. The host of the show is 1984 wrestling silver Olympic medallist **Daniel Aceves**.

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**Silvia Dalotto** (ARG) has recently been hired by the Argentine Olympic Committee to manage several of its programs. Silvia will be in charge of the library and museum and will continue working closely with the Argentine Olympic Academy and the Committee's Art and Culture Commission. To assume her new responsibilities Silvia has recently moved to Buenos Aires. Congratulations and good luck!

**Christian Atance** (ARG) has been awarded a scholarship within the Olympic Solidarity's High Level Scholarships for Sports Administrators Programme. Christian will soon start a Masters Degree in Sports Administration and Management in Madrid at the IUOCD, an institute run by the Complutense University and the Spanish Olympic Committee. Happy studies!



**Marianne Tjornhom** (NOR) had a baby girl on November 14, 2003. The baby's name is Emmy Christina. Congratulations!

Emmy Christina Tjornhom (left) with mom Marianne

**Keep in touch and send us your news and updates!**

**Did you know?**

That the International Olympic Committee (IOC) announced in mid July 2003 that nine National Olympic Committees/cities have submitted their application to host the Games of the XXX Olympiad in 2012. The cities, in alphabetical order, are: Havana (CUB), Istanbul (TUR), Leipzig (GER), London (GBR), Madrid (ESP), Moscow (RUS), New York (USA), Paris (FRA), and Rio de Janeiro (BRA).