

# FACTSHEET

## Olympic Day (23 June)

28 April 2023

### Background

On 23 June 1894, delegates from 12 countries assembled at the Sorbonne in Paris, and voted unanimously to support Pierre de Coubertin's proposal to revive the Olympic Games. This marked the birthdate of the modern Olympic Movement and the founding of the International Olympic Committee (IOC).

In January 1948, at the 42nd IOC Session in St Moritz, the members adopted the project of a World Olympic Day. Presented at the previous Session in 1947 by IOC member Dr. Josef Gruss from Czechoslovakia, the proposal was for National Olympic Committees (NOC) to organise this event between 17 and 24 June to commemorate the founding of the modern Olympic Movement and promote the Olympic ideals in their countries.

### The first Olympic Day

The first Olympic Day was celebrated on 23 June 1948 by nine NOCs hosting ceremonies in their respective countries: Austria, Belgium, Canada, Great Britain, Greece, Portugal, Switzerland, Uruguay and Venezuela.

### Olympic Day in the charter

In the 1978 edition of the [Olympic Charter](#), it was recommended for the first time that all NOCs “regularly organise - if possible each year - an Olympic Day intended to promote the Olympic Movement.”. The idea of enhancing the celebration by organising events for a whole week was added to the 1990 version of the [Olympic Charter](#).

### Olympic Day Run

Over the last 20 years Olympic Day has been associated with Olympic Day Runs all over the world.

The concept was first launched in 1987 by the IOC Sport for All Commission, and in a bid to encourage all NOCs to celebrate Olympic Day and promote the practice of sport to all.

With 45 NOCs taking part in the first Olympic Day Run in 1987, the numbers have since grown to more than one hundred participating NOCs.

### Today's concept

Olympic Day is nowadays much more than just a run or a sports event. It has developed into the only annual worldwide celebration of the Olympic Movement and is a day to promote a healthy and active lifestyle.

Based on the pillars of “Move, learn, discover – Together for a better world”, NOCs are organising sports, cultural and educational activities for all, regardless of age, gender, social background or sporting ability.

**Move:** This pillar encourages people to get active on Olympic Day. “Move” can refer to all sorts of physical activities for people of all ages and abilities from Olympic Day Runs to individual and team sports.

**Learn:** Olympic Day is a great opportunity to learn about the Olympic Values, which are excellence, friendship and respect, and look at the contribution of sport to global social issues that can affect your community, such as education, health promotion, HIV prevention, women's and girls' empowerment, environmental protection, peace building and local community development. Being a responsible citizen is also part of the philosophy of Olympism.

**Discover:** This pillar is about people trying new sports and activities that they have never done before. This is done in a number of ways, for instance, by inviting Olympians to do a demonstration of their sport or a



workshop in which participants can try the sport under an athlete's guidance.

**Together for a better world:** In 2022, this new pillar was introduced. It includes topics such as sustainability, inclusion, solidarity and peace, aiming to bring people together to contribute to a better world through sport. Each year, the pillar will focus on a different theme that will serve as a common global thread.

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 neighborhood.

In addition, there was an increase in the organization of online events and activities and a stronger engagement with social networks, such as online quizzes, training sessions, athlete interviews. More sustainable activities were also included by NOCs in the celebration of Olympic Day, such as clean transport to venues, use of digital media to relay information, promotion of local products, reuse of materials and public awareness.

This makes it easier for everybody to become part of Olympic Day. In recent years, the development of social media has helped the IOC to boost participation beyond NOC activities.

### #OLYMPICDAY

In the lead-up to and on 23 June, the IOC and the Olympic Movement at large also activate their global communication channels, both digital and social media, to promote Olympic Day activities and the importance of leading an active lifestyle.

Through the hashtag #OlympicDay, members of the public, Olympians, fans, volunteers, celebrities, coaches, International and National Sports Federations, National Olympic Committees and many other organisations all join the movement, sharing online how they are being physically active for Olympic Day or contributing to celebrations or events organised by National Federations and Olympic Committees.

In recent years, the IOC has also launched a digital campaign that is shared with stakeholders to promote Olympic Day and unite the world.. This campaign typically includes elements such as athlete interviews, online training sessions, motivational films, tools and live experiences.

### NOCs participation\*

Edition	Year	NOCs
1	1987	45
2	1988	94
3	1989	124
4	1990	136
5	1991	132
6	1992	144
7	1993	150
8	1994	170
9	1995	174
10	1996	172
11	1997	173
12	1998	170
13	1999	169
14	2000	165
15	2001	172
16	2002	171
17	2003	160
18	2004	165
19	2005	165
20	2006	162
21	2007	155
22	2008	153
23	2009	144
24	2010	134
25	2011	153
26	2012	137
27	2013	153
28	2014	150
29	2015	139
30	2016	131
31	2017	125
32	2018	150
33	2019	157
34	2020	96
35	2021	118
36	2022	166

\* This information is provided by the NOCs, which are responsible for its accuracy. The information is subject to change.

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