GANGWON 2024
ATHLETE ROLE
MODELS (FIRST 17)

COMMUNICATIONS TOOLKIT

CCPA

Lausanne,
October 2023
ATHLETE ROLE MODELS - INTRODUCTION

The Athlete Role Models (ARM) programme is an IOC initiative for the Youth Olympic Games. The ARMs use their knowledge as experienced athletes and Olympians to help guide the next generation.

ABOUT
Ever since the first edition of the Youth Olympic Games (YOG) in Singapore in 2010, ARMs have been present for young athletes to look up to. These experienced sportspeople offer their support and advice to the next generation and help shape the athletes of tomorrow.

The ARMs are not only on-site during competitions to speak with the young athletes, but also organise educational activities and workshops, discussing skills and topics to help athlete development, such as career management, injury prevention, Olympic Solidarity and more.

For recent editions of the YOG, the ARMs have also participated in an open Q&A session for young athletes to learn directly from their experience. International Federations select the athletes who will represent their sport, with each mark on the YOG programme having at least one dedicated ARM.
TOOLKIT MATERIAL –
To be distributed to IFs, NOCs, TOPs, MRHs for editorial usage.

EDITORIAL CONTENT
- Introduction of the ARMs
- Key messages
- Quotes
- Press release - [link](#)
- 7 editorial articles (1 per IF) – Coming soon

STILL IMAGES
- Photos of ARMs - [link](#)

QUOTES
- Quote from Kaveh Mehrabi – Athletes’ Department Director
- Quotes from ARMS

ATHLETE INTERVIEWS
- In-depth interviews with a selection of ARM available here: [link](#)
“Young athletes look up to Olympians and seek to follow their footsteps in sport and beyond the field of play. It is exactly for this reason that these outstanding Athlete Role Models will play a pivotal role at the Youth Olympic Games in Gangwon 2024.”
He continued: “These role models will contribute immensely to achieving the mission of the Gangwon 2024 as they embody the values of Olympism and serve as beacons of excellence, respect and friendship, guiding the youth in achieving their own dreams.”
ARM QUOTES
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ERIC FRENZEL
GERMANY – NORDIC COMBINED
“It is important to get in touch with the young people and first and foremost to teach them the joy of sport and the life associated with it. I would like to show you how it is possible to organise the path from small to the top of the world.”

MAGNUS BOEE
REPUBLIC OF KOREA/ NORWAY – CROSS-COUNTRY SKIING
“I have been a part of the winter YOG in the past, and know how much it can mean to a young individual. I wish to promote and enhance their motivation and drive to grow the sport the way I do.”

SAMi KENNEDy-SIM
AUSTRALiA – FREESTYLE SKIING
“I see the YOG as an experience to best prepare our youth athletes for the processes elite athletes go through – everything from training, nomination and selection processes, representation and participation at these benchmark events can be overwhelming.”

HAN DASOM
REPUBLIC OF KOREA – CROSS-COUNTRY SKIING
“It was my dream to teach a young athlete. I will try to encourage young athletes to gain new experience through the young athletes programme during the Games.”
ARM QUOTES

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ELIZA TIRUMA
LATVIA – LUGE
“It’s so important to show and tell young athletes that anything is possible. And who else better to do this than athletes, who themselves were once small, afraid and without experience, but in the end became Olympians and Olympic medallists.”

MIN YURA
REPUBLIC OF KOREA – FIGURE SKATING
“I was a kid and there were a lot of things I didn't really know how to handle or what to do, or who to talk to. And it’s great that we have these Olympians who've experienced all of the highs and lows of competition and the Olympic Games to guide these kids because they're not going to know what to do a lot of the time. “

MICHAL BREZINA
CZECH REPUBLIC – FIGURE SKATING
“I think being a four-time Olympian, I would have answers to many questions young athletes would have. Starting with how to prepare yourself for something like Olympic Games to how to handle myself when things don’t go my way.”

SASCHA BENECKEN
GERMANY – LUGE
“I would like to share my experiences with young people regarding performance, success, inner and outer pressure, and how our personal worth is not determined by the number of medals, but rather that the journey to success holds the true values.”
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VICTOR POLASEK
CZECH REPUBLIC – SKI JUMPING
“I consider it vital to support young talents in forming connections with other athletes, fostering strong relationships within the group to create a sense of family.”

VANESSA HINZ
GERMANY – BIATHLON
“My first Olympic Games were (in Korea). I am excited to be back, experience the magic, and give my knowledge to the younger athletes.”

DOMINIK WINDISCH
ITALIA - BIATHLON
“I want to share my experiences with the young generation. I have never been a very talented shooter, and had to work even harder physically and mentally, and would love to share that aspect with the younger athletes.”

NAO KODAIRA
JAPAN – SPEED SKATING
“Through my experience in sports and as an Olympian, I want to convey the importance of growing oneself with the body and mind you are born with, the joy of learning things you didn’t know and to celebrate that we live and share this planet by engagement with people and culture of the world.”
ARM QUOTES
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JENNIFER DODDS
GREAT BRITAIN – CURLING
“This opportunity to be an athlete role model will provide me with a way of sharing my experiences as an athlete with others, but it will also provide me with an opportunity to develop and learn new skills, experiencing the Games from a different perspective.”

KIM CHANGMIN
REPUBLIC OF KOREA – CURLING
“I would like to encourage the future athletes to be confident and engaged. I would like them to embrace and enjoy every moment in Gangwon.”

WON YUNJONG
REPUBLIC OF KOREA – SKELETON
“I want now to help young athletes in Gangwon learn to maintain their careers in winter sports, highlighting areas like nutrition and body strength as crucial in ensuring longevity.”

JACKIE NARRACOTT
AUSTRALIA – SKELETON
“Over the last two years, I’ve realised that I want to learn how to use my experience to help make young athletes’ journeys as easy as possible. I want them to have the knowledge needed to make the best decisions for themselves.”

CARINA VOGT
GERMANY – SKI JUMPING
N.A
IOC COMMUNICATION ACTIVITIES

**CORPORATE COMMUNICATIONS AND PUBLIC AFFAIRS**

**PRESS RELEASES**
- Two press releases sent out to the IOC global media mailing list to announce the two waves of ARMs:
  - 14 November 2023
  - December

**SOCIAL POSTING**
- IOC Media X

**MEDIA INTERVIEWS**
- Media interview requests via A365

**DIGITAL ENGAGEMENT AND MARKETING**

**SOCIAL POSTING**
- ARM content on all social channels including tailored Korean content across Gangwon 2024 and local Olympic handles

**OLYMPICS.COM**

**ARM ARTICLES**
- ARM *in-depth interviews*
- ARM press release in *English* and *French*

**ATHLETE365**

**ANNOUNCEMENTS**
- 2 posts are out
  - *Batch 1*
  - *Batch 2*
- 1 to go as soon as rest of ARMs confirmed

**PRE GANGWON**
- Posts featuring ARMs using video content received from them

**DURING & POST GANGWON**
- Posts featuring ARMs in action in Gangwon

**WEBSITE (OLYMPICS.COM/ATHLETE365)**

**MAIN ARM PAGE**
- Updating this page as athletes get confirmed

**ANNOUNCEMENT ARTICLES**
- First 11 athletes *announced*
- Additional 6 *announced*
- Last announcement in December

**ADDITIONAL ARTICLES**
- 7 articles (1 for each IF) profiling each ARM with quotes