



NATIONAL RIFLE ASSOCIATION OF INDIA
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Olympic Day 2020

Indian Olympic Association

Sat, May 30, 2020 at 4:33 PM

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To

National Sports Federations & State Olympic Associations

Dear Colleagues,

I hope you are well and safe at home.

As you know, 23 June is celebrated worldwide as Olympic Day to commemorate the founding of the modern Olympic Movement. Every year, various sports activities including Olympic Day Run are conducted as a way to encourage people to actively take part in sports for good health and promote Olympism.

On 28th May 2020, the International Olympic Committee (IOC) held a conference call with National Olympic Committees and International Federations to decide on this year's Olympic Day celebration, in the light of the current situation where public gathering is not permitted.

Accordingly, this year the Indian Olympic Association seeks the support of member National Sports Federations and State Olympic Associations, athletes, officials and sports enthusiasts to help impart and propagate the theme of #StayStrong, #StayActive and #StayHealthy, as directed by the International Olympic Committee. In this regard, we require known Olympians of your sport/ elite athletes/ known officials to support IOA's campaign by participating in the activities and sharing video/ creative content on – Olympic Day, the joy of doing sports, and staying active from within the confines of home premises or training location. I am sure we can count on your co-operation and support.

Following is the proposed plan for Olympic Day celebration this year:

A. FOR NATIONAL SPORTS FEDERATIONS – DIGITAL OLYMPIC DAY RUN

Olympians/ elite athletes/ known officials are requested to make and share short video content of their running routine. It would be more engaging to include a message by the athlete/ official on the importance/ benefits of sports and physical fitness or their experience in the Olympic Games or on joining the Olympic Day celebration, along with a simple line wishing 'Happy Olympic Day'.

Instructions:

- Video content with the Olympic Day Run message to be not longer than **30 seconds to 1.5 minutes**.
- Video content from within home premises or training location.
- Language to be used in video message/ content – English/ any Indian language/ athlete's local dialect.
- NSF social media coordinators are requested to help athletes in making the videos.
- NSF social media coordinators must share the processed video (**in mp4 format**) with IOA communications coordinator by email to communications@olympic.ind.in, latest **by 12 June 2020**.

The digital Olympic Day Run promotional campaign will be shared on the IOA social media channels in the lead up to the Olympic Day celebrations. On 23 June, the video content of the selected athletes/ officials will be shared on IOA social media channels in collaboration with the IOC communication channels.

After the digital content is posted on the IOA social media channels, the link would be shared with the NSF, who are again requested to share the digital content on the NSF and athlete's / official's social media channels, for followers to participate in the digital Olympic Day Run, by sharing their own running videos/ photos and tagging (**@weareteamindia**). They may even tag/ specifically nominate 5 other active followers to participate and share their videos further.

Hashtags to be used: #MyOlympicDayRun #StayStrong #StayActive #StayHealthy

In the following week, as per the reports received from the NSF Social Media Co-ordinators, E-Olympic Day Certificates will be send for participants.

The videos received will be shared with the IOC to compile the worldwide content for Olympic Day celebrations.

Athlete suggestions:

Athletics – Hima Das, Neeraj Chopra, Arpinder Singh, K T Irfan (Olympic Day Ambassador 2019), Muhammed Anas

Aquatics – Virbhawal Khade and Rujuta Khade, Srihari Nataraj

Basketball - Shireen Limaye, Barkha Sonkar, Vishesh Bhriguvanshi

Boxing – Vijender Singh, Mary Kom (Olympic Day Ambassador 2019), Lovlina Borgohain, Amit Panghal, Manish Kaushik, Nikhat Zareen, Shiva Thapa

Cycling – Esow Alben

Badminton – Pullella Gopichand, P V Sindhu, Sai Praneeth, P Kashyap and Saina Nehwal, Chirag Shetty, Ashwini Ponnappa, Kuhoo Garg

Fencing – Bhawani Devi

Hockey – Rani Rampal, Manpreet Singh, P R Sreejesh, Sushila Chanu

Judo – Thababi Devi

Shooting – Gagan Narang, Manu Bhaker, Apurvi Chandela, Abhishek Verma, Anish Bhanwala, Anjum Moudgil

Table Tennis – Sathiyan Gnansekharan, Manika Batra, Achanta Sharath Kamal, Archana Kamath

Tennis – Leander Paes, Rohan Bopanna, Ankita Raina, Divij Sharan, Sumit Nagal

Weightlifting – Mirabai Chanu, Jeremy Lalrinnunga

Wrestling – Sushil Kumar, Yogeshwar Dutt, Bajrang Punia/ Vinesh Phogat, Sakshi Malik Divya Kakran, Simran

Luge – Shiva Keshavan

We also request the NSFs of Archery, Canoe and Kayak, Equestrian, Gymnastics, Handball, Volleyball, Modern Pentathlon, Rowing, Sailing, Squash, Triathlon, Ice Skating and Ice Hockey to nominate their athletes/ officials for the digital Olympic Day celebrations.

B. FOR STATE OLYMPIC ASSOCIATIONS – ON-AIR OLYMPIC DAY

Scorching summer is an obstacle for holding public events in Delhi during Olympic Day. In 2019, as a part of the Olympic Day celebrations in Delhi, IOA with the support of renowned RJ 'Khurafati Nitin', BIG 92.7 FM Delhi and RJ Ashish, AIR Delhi FM Rainbow 102.6 FM reached out to radio listeners to raise awareness about Olympic Day. There were questions asked and goodie bags of IOA distributed by Radio Channels.

During the time of COVID-19 lockdown, Radio is a good medium to reach out to athletes, sports enthusiasts, fans and followers to promote Olympic Day.

We suggest that SOAs can tie up with local radio channels to run spot promotions or Olympic Day Quiz contests. A compilation of quiz questions/ trivia facts will be shared with SOAs to facilitate the campaign on local radio, on confirmation of the details.

Winners of the activity could be given E-Olympic Day certificates or goodie bag later. Given the supply chain limitations, we would not be able to send more than 10 goodie bags per SOA, which will be dispatched after the lock-down.

Instructions:

- SOAs to confirm **Name of the Radio channel, Radio show, RJ hosting the activity, and his/ her contacts** (Email and Mobile No.)
- SOAs to confirm the **Time slot on 23 June.**
- SOAs to confirm the **Expected audience on radio channel during the slot.**
- SOA coordinators must share the requested information with the IOA communications coordinator, by email to communications@olympic.ind.in latest **by 12 June 2020.**

C. PUBLIC/ FOR ALL – OLYMPIC DAY ART PROJECT BY IOA

Engaging in creative activities with dear ones, at home is a relaxing as well as an uplifting activity for mental wellbeing. Promoting the theme of #StayActive; athletes, officials, fans and followers along with their young children, kin and family

members would be encouraged to take part in the creative activities, planned as a part of this year's Olympic Day celebrations:

1. Make an Olympic Wreath
2. Make and Create a replica of Olympic medal of their choice
3. Make and colour Olympic Mascots

Resources and Activity sheets for the above activities will be shared on IOA social media channels.

Hashtags: #OlympicDayArtProject #StayActive

The best papercraft/ art will be announced on IOA social media channels and given E-Olympic Day certificates.

D. PUBLIC/ FOR ALL – OLYMPIC DAY QUIZ BY IOA

IOA social media channels will host trivia quizzes for athletes, fans and followers to participate and win official merchandise and prizes on Olympic Day. NSF social media coordinators are requested to promote and share the Olympic Day Quiz campaign posters on respective social media channels, which would be send a week prior to Olympic Day.

Hashtags: #OlympicDayQuiz #WeAreTeamIndia

E. PUBLIC/ FOR ALL – OLYMPIC FAN MOMENT

Sharing memorable photographs, throwback pictures etc. have been a popular digital trend used on social media channels. During the week prior to Olympic Day, IOA social media channels will feature 'My Olympic Fan Moment' contest for fans and followers to participate and win prizes. In this contest, participants will be encouraged to share their memorable moments from an Olympic Games they have been to OR a throwback picture with their favourite Olympian.

All pictures/ moments received or shared by tagging (@weareteamindia) will be shared on IOA social media channels and the best entries will be given prize.

Hashtags: #MyOlympicFanMoment #WeAreTeamIndia

During these unprecedented times and the subsequent lockdown impositions that we all are fighting bravely, it is more relevant than ever before to stay active and healthy through sports and physical activities.

This year the Indian Olympic Association requests all NSFs, SOAs, athletes and officials to actively join the worldwide Olympic movement in celebrating Olympic Day. I look forward to your positive responses in making this year's digital Olympic Day a grand success and a leading activity, that encourages and promotes Olympism.

Sincerely,



Rajeev Mehta

Secretary General

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