

## TRAINING FOR 2012

*“The goal of the Olympic Movement is to contribute to building a peaceful and better world by educating youth through sport.” – Olympic Charter*

Reflecting the mandate of the original Olympic Charter, the Bay Area Sports Organizing Committee (BASOC) has created *Training for 2012* – a youth development program that provides Olympic-based educational and motivational materials and arranges for Olympic athletes to visit and speak to children at schools and community centers throughout the San Francisco Bay Area. The primary objectives of *Training for 2012* are:

- To emphasize the importance of physical activity to children while educating them about the Olympic Movement and its ideals.
- To gather the most important lessons learned by Olympians and to make them available to young people.
- To give youth the inspiration and skills needed to envision, plan and achieve success in their own lives.

Since its launch as a pilot project in San Jose in the Summer of 2001, *Training for 2012* course materials and visiting Olympians have already reached over 1,500 children at over 30 schools and community centers throughout the San Francisco Bay Area. Recently, “Bay Area Scores,” a local organization dedicated to educating youth through soccer, adopted our *Training for 2012* curriculum and joined San Francisco 2012 volunteers, Bay Area Olympians and over 200 children to kick off their “spring season.” By the end of the year, *Training for 2012* has set a goal of educating over 10,000 children in the San Francisco Bay Area about Olympic values and the Olympic Movement.

With *Training for 2012*, BASOC ensures that the legacy of bidding for the 2012 Olympic Games begins today. By reaching out to the children of the San Francisco Bay Area now, BASOC is educating youth through sport and reaching out to the next generation of Olympians and Olympic fans for the 2012 Olympic Games.



Olympian Katrina Radke signing autograph at *Training for 2012* event.

## “TALKING FOR 2012” – SAN FRANCISCO 2012 SPEAKERS BUREAU

To continue planting new seeds of enthusiasm and grow even deeper roots of support in the communities of the San Francisco Bay Area, BASOC has launched a volunteer Speakers Bureau – *Talking for 2012*. *Talking for 2012* trains and empowers hundreds of volunteer speakers throughout the Bay Area in our key messages and then sends them out to talk about our bid to neighborhood groups, sports teams, athletic clubs and local community organization meetings throughout the San Francisco Bay Area. Our volunteer speakers come from many backgrounds, from prominent Olympians to young professionals excited about our bid, from senior businessmen and women to high school athletes who want to bring the 2012 Olympic Games to San Francisco.

*Talking for 2012* speakers deliver the message of what we’re doing to bring the 2012 Olympic Games to the San Francisco Bay Area, recruiting new volunteers and contributors and building stronger, deeper support for our bid throughout the community. BASOC has already trained almost 200 volunteer speakers at evening trainings throughout the region, including a special Olympian-training in San Francisco. Our Talkers leave each training with a complete set of materials necessary to be a self-sufficient evangelist for San Francisco 2012, including key message points, fact sheets, a sample speech, multimedia presentation and more.

*Talking for 2012* speakers have already spoken at over 235 events, clubs and organizational meetings in the Bay Area since December 2001, when *Talking for 2012* was launched. In the coming months, we will hold additional trainings throughout the region, with a goal of training 400 volunteer speakers and appearing at 1,000 community and organizational meetings by the end of 2002.



Olympian Catriona Fallon signing autograph at *Talking for 2012* event.

## CONCLUSION

The Bay Area Sports Organizing Committee (BASOC) is comprised of many people who believe in the spirit of Olympism and who want to share their ideals and the magnificence of the Olympic Games with the people of the San Francisco Bay Area, the United States and the world. They also want to share the beauty and other special qualities of this region with the athletes, officials, members of the Olympic Family, the media and spectators who will come here for the Olympic Games or who will participate in the Olympic Games interactively through technology.

The vast majority of BASOC supporters are volunteer members of “Theme Teams,” based on their expertise in the various subjects discussed in this Bid Addendum for the 2012 Olympic Games. These teams include Olympians representing Olympic teams from 1936 to 2002, technology experts, transportation officials, financial advisers, athletes, sports officials and administrators, developers, lawyers, city officials, meteorologists, environmental experts, marketing specialists and individuals from many other walks of life. Together, the BASOC teams are committed not just to creating this Olympic bid, but also to delivering the best Olympic Games ever staged, in an ethically and fiscally responsible manner, and meeting or exceeding the expectations of all participants.

BASOC wishes to honor its teams and everyone who has contributed to the development and production of this bid. BASOC believes that the San Francisco Bay Area is the best place to host the 2012 Olympic Games, but that it will be the people who make the 2012 Olympic Games great.

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*Theme 3 – Customs and Immigration Formalities*  
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*Theme 4 – Environmental Protection*  
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*Theme 5 – Meteorological and Environmental Conditions*  
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*Theme 6 – Security*  
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*Theme 7 – Medical/Health Services*  
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*Themes 8, 9, 10 – Sports Program, General Sports Organization*  
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*Theme 11 – Olympism, Culture and Legacy*  
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*Theme 12 – Olympic Village*  
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*Theme 13 – Accommodation*  
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*Theme 14 – Transportation*  
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*Theme 15 – Technology*  
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**THE FOLLOWING COMPANIES AND INDIVIDUALS CONTRIBUTED TO  
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