



## JOIN THE MOVEMENT

USOC Constituent Groups: AAC, NGBC, USOPA, MSOC, PAC

Website: [LA24.org](https://LA24.org) | Facebook: [/LA2024](https://www.facebook.com/LA2024) | Twitter: [@LA2024](https://twitter.com/LA2024) | YouTube: [/LA2024](https://www.youtube.com/LA2024) | Instagram: [@LA2024](https://www.instagram.com/LA2024)  
Hashtag: #LA2024 | Newsletter: [Sign-up](#)

The following are suggestions of ways to get your members involved. While efforts will naturally be focused in Southern California, nationwide participation is also encouraged.

### Email Blast to Membership (NGBC, MSOC, USOPA)

Send an email blast to your membership that can also be forwarded to affiliate members (if applicable), encouraging support and engagement.

#### Sample:

Members,

As you've likely heard, our partners at the United States Olympic Committee just announced the exciting news that Los Angeles is now vying to host the 2024 Olympic and Paralympic Games.

An entire generation of Americans has not had the opportunity to witness the amazement of the Games and draw from the inspiration that only a home Games can provide. Now is the time to spread our passion for sport across our nation, and around the globe.

Let's help the United States and LA put their best foot forward so we can win the incredibly huge honor of hosting the Games.

[Insert language about applicable calls to action – social posts, event promotion, signage, etc.]

### Social Posts (ALL)

Urge the use of social media platforms and digital assets to raise awareness and support. Attached are graphics that you are welcome to share with your members (if applicable), and we encourage you to help spread the word across your social channels.

#### Samples:

Let's inspire our nation and the world by bringing the #Olympic and #Paralympic Games back to the USA #LA2024 🇺🇸

There is no greater honor for an athlete than to represent your country on home soil. Let's bring the Olympics/Paralympics home. #LA2024

### Event Promotion (NGBC, MSOC)

At sporting events (tournaments, nationals, Olympic Trials, etc.), promote the effort via PA announcements.

#### Sample:

"Fans, join us in the effort to bring the Olympic and Paralympic Games home to the United States for the first time in nearly 30 years. Show your support for Los Angeles 2024 using the hashtag #LA2024 and visit [LA24.org](https://LA24.org) for more information."

### Key Messaging

- The U.S. Olympic and Paralympic family is honored to partner with LA 2024 and the city of Los Angeles to bring the 2024 Olympic and Paralympic Games to the United States.
- We are ready to support LA 2024 and the USOC in their campaign host the Games and to share the best of Los Angeles with the world.
- There is broad support for bringing the Games to Los Angeles in 2024. Nine out of 10 of Americans want a Games on home soil and 81 percent of people in Los Angeles support hosting the Games there.
- A Games on home soil is the experience of a lifetime for athletes and fans alike, and we are very optimistic in the city of Los Angeles' chances of being selected as host in 2024.
- A home Games allows us the opportunity to drive youth participation and spread the values of Olympism, both in our community and across the United States.