

Volume 16 Issue 3

TORCH BEARER



SOCIETY of OLYMPIC COLLECTORS

SOCIETY of OLYMPIC COLLECTORS

The representative of F.I.P.O. in Great Britain

PRESIDENT: Mrs Franceska Rapkin

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P. R. O.:	Position vacant.

BACK ISSUES AND DISTRIBUTION:	John Miller, 258 Torrisholme Road, Lancaster, LA1 2TU, Great Britain.
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BACK ISSUES: At present, most issues of TORCH BEARER are still available to Volume 1, Issue 1, (March 1984), although some are now exhausted.

As stocks of each issue run out, they will not be reprinted. It is Society policy to ensure that new members will be able to purchase back issues for a four year period, but we do not guarantee stocks for longer than this. Back issues cost £2.00 each, or £8.00 for a year's issues, including postage by surface mail. If ordering single copies, please indicate which volume you require. Cheques should be made payable to the SOCIETY of OLYMPIC COLLECTORS and sent with your order to John Miller at the above address. If you wish to receive back issues by airmail, please add 75 pence per issue (£3.00 per volume).

LIBRARY: Photocopies of articles are available through the Librarian at 10 pence per sheet. Please enclose payment with the order. Books may be borrowed, but postage must be paid IN BOTH DIRECTIONS. The Librarian's address is listed above.

COPY DATES: TORCH BEARER is published four times a year; in February, May, August and November. Articles or adverts for inclusion in a particular issue should be sent at least two months in advance.

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A number of members have asked that we publish the email addresses of our membership.

In accordance with the Society policy on the privacy of our membership list, details will only be published if members agree. Details of members email addresses have never been requested on application forms.

If you would like your email address published, with or without brief details of your interests please email the editor at: rfarleysoc@aol.com

Articles or Olympic news can also be submitted by email!

FRONT PAGE

At the end of May, a party made the journey to Lausanne for the latest edition of the World Collector's Fair. The SOC group became a truly international affair. Hans Dahl can be credited with the longest journey, having travelled from Australia, Steven Tosti, with relatives travelled from the USA and managed to sightsee part of Europe in their flying visit. Thomas Lippert travelled from Germany by train, Bob Wilcock flew into Geneva, and the rest of us travelled in three cars. As well as those who had made travel and accommodation plans as a group, we met with many more of the SOC overseas members (many of whom are familiar faces at the Fairs in Lausanne).

The Fair has become a predominantly memorabilia based event, but philatelic and postcard finds can be made - often at very reasonable prices, or for sensible exchanges. The main value of the Fair is as a focus, to socialise, converse, and learn from fellow collectors. I am sure that everyone returned with a 'find' and memories.

On Society matters, firstly we are still missing a Public Relations Officer, a position that has a direct impact on our 'visibility' in the philatelic world

Secondly, Elizabeth (Betty) Miller, our long serving secretary who has made at least two attempts to retire from her position in recent years has definitely decided that she wishes to retire at the end of 1999. On past occasions Betty has allowed herself to be cajoled into either staying on, or take a reduced role with Bob Wilcock assisting as minutes secretary at committee meetings, despite some severe pressures in her private life. It would be wrong of us to attempt further persuasion, like us all, Betty is entitled to (and most certainly deserves), the opportunity to reduce her commitments. It is a fact that Betty's services will be missed, and I know that a number of you have used her as the most reliable point of contact (guaranteeing a prompt reply). You will have read of the Award to Betty and John, I trust that all who have had contact with them will agree that it was richly deserved.

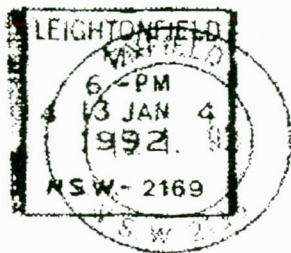
The obvious vacancy, and void on the committee that Betty's retirement will create must be filled. Apathy amongst the membership should not be a good enough reason for a hard working few to do even more. I would like to feel that Betty will have the pleasure of receiving a number of volunteers with whom she can discuss the potential workload before her retirement!

Thirdly, Torch Bearer is rapidly becoming a two or three author production - how do you think that Tom D'Arcy, David Buxton or I feel when it drops through the letter box? Most of the content we have already seen! From next issue, pages from members collections will be the basis of an article in each issue, one or two members have already volunteered copies. They are not exhibition sheets, rather sheets that display their personal method of collecting - why not join in!

NEWS FROM MEMBERS

When not gathering information to keep us all up to date with matters relating to Sydney 2000, Tom D'Arcy manages to read through back issues of magazines - including Torch Bearer.

Tom writes, "Unfortunately, I tend to notice changes or additions to information when I read old magazines and sometimes this causes a bit of work. Anyway, the additional information:-"



Just before Barcelona, Australia Post used a coca-Cola slogan in the Sydney metropolitan area. This was a commercial proposition - i.e. Coca-Cola paid for the use of the slogan. Unfortunately, the slogan was poorly manufactured and, I understand, was the subject of a complaint by Coca-Cola. *{The copy illustrated has been enhanced ed}* Subsequently the **Australia for SYDNEY 2000** slugs produced a much better impression. The availability of the cancellation was very limited. My supplier told me that he found only 80 copies in 20,000 pieces of mail. The complete list of cancellations known to me is:-

Post Office	Post Code	Head / machine numbers
Rushcutters Bay MC NSW	2004	2, 5, 9, 10, 11, 12, 15, 16.
St Leonards MC NSW	2058	1, 2, 3, 8, 9, 10, 11, 12.
Leightonfield MC NSW	2169	2, 3, 4.
Turrella MC NSW	2215	2, 5, 8.
Seven Hills MC NSW	2781	1, 2, 3.

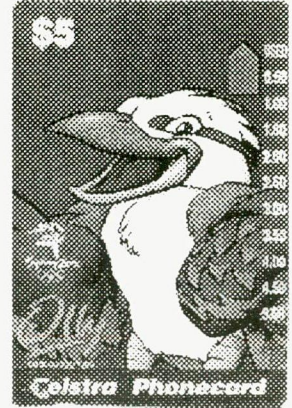
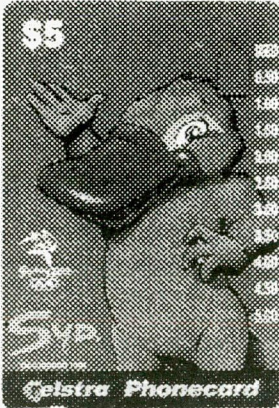
Whilst this is a very comprehensive list, with such an apparent low usage, it is possible other machines saw use, If any member can add to it from items in their collection, please let us know - ideally with a photocopy to the editor.

SYDNEY 2000 OLYMPIC PHONECARDS

From details provided by Robert Budge.

Telstra (Australia) have released a number of Olympic phonecards. The first series feature the mascots (Syd, Millie & Oly) of the 2000 Olympic Games.

Three cards of A\$5.00 were on general sale around Australia.



The three cards were also available in a special edition presentation folder, limited to 3300 copies - each individually numbered, with the addition of a special A\$2.00 card which shows all three mascots together. This card was not on general sale.

The three cards were also available individually in a 'smart pin set' consisting of the card and a pin badge of the same design priced at A\$19.95 each.

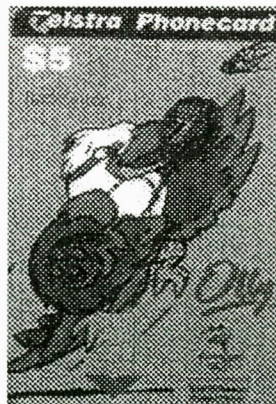
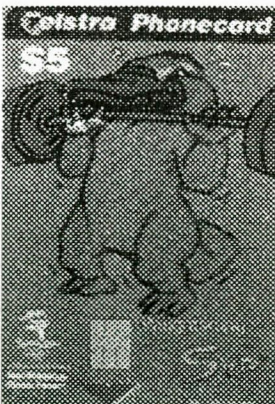


A card commemorating '1000 days to go' - December 20th 1997 - September 15th 2000, was produced in a limited edition of 2000. The card design features the logo of the Sydney games. Value is A\$ 20.00.



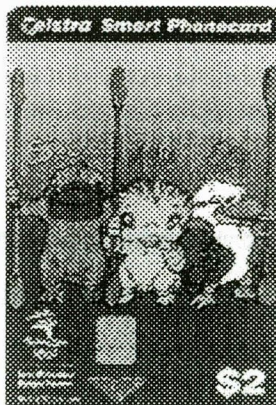
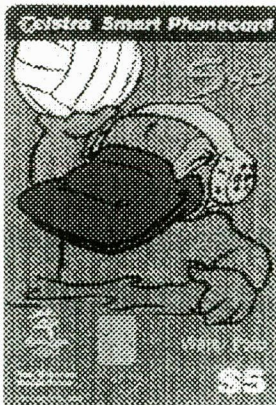
A second special edition folder containing the second series of cards which feature the mascots in training, Syd - weightlifting, Millie - gymnastics, & Olly - badminton. The cards are each A\$ 5.00 value. The folder also contained an extra A\$ 2.00 card with a montage of the three mascots. 5000 folders were produced.

The three cards of A\$5.00 were on general sale around Australia.



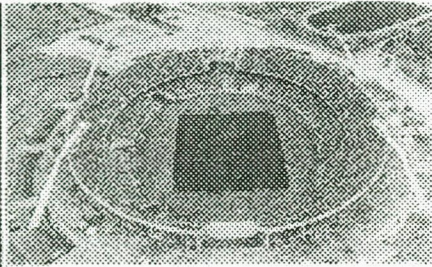
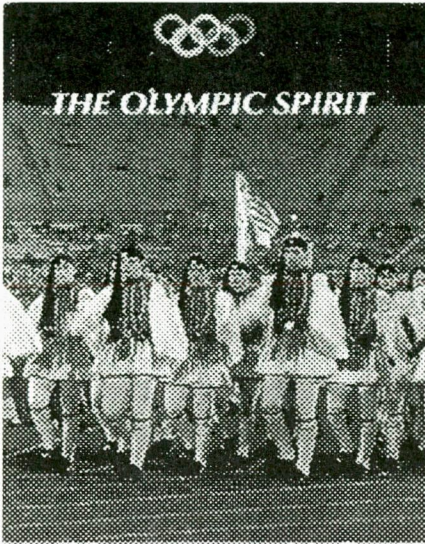
The third series of phonecards contains four at A\$ 5.00, and one at A\$ 2.00. The mascots are shown practising for their favourite water sports, Syd water polo, Millie - synchronised swimming, Oly - rowing. The A\$ 2.00 shows all three mascots with oars. 3000 folders were produced, and the cards were not for sale individually.

Three cards of A\$5.00 were on general sale around Australia.



A card commemorating '500 days to go' - May 4th 1999 - September 15th 2000, was produced in a limited edition of 2000. The card design features the logo of the Sydney games. Value is A\$ 20.00. The 'days to go' series will include cards for 400, 300, 200 & 100 days to go.

ATHENS 2004



Proof that it pays to make sure that all family members and friends are aware of your collecting interests!

This postcard was found on the Greek Island of Zakynthos in May 1999 by Brenda's daughter. It was a real chance find - the result of a visit to a small restaurant to use their facilities, and flicking through a postcard rack whilst waiting for others. Unfortunately it was the only copy, but it does provide evidence that at least one commercial publisher has been active.

The text and logo on the card could either relate to the candidature of Athens, or commemorate the award of the 2004 Games, although, I suspect that text would refer to Athens as the host for 2004 in the latter case.

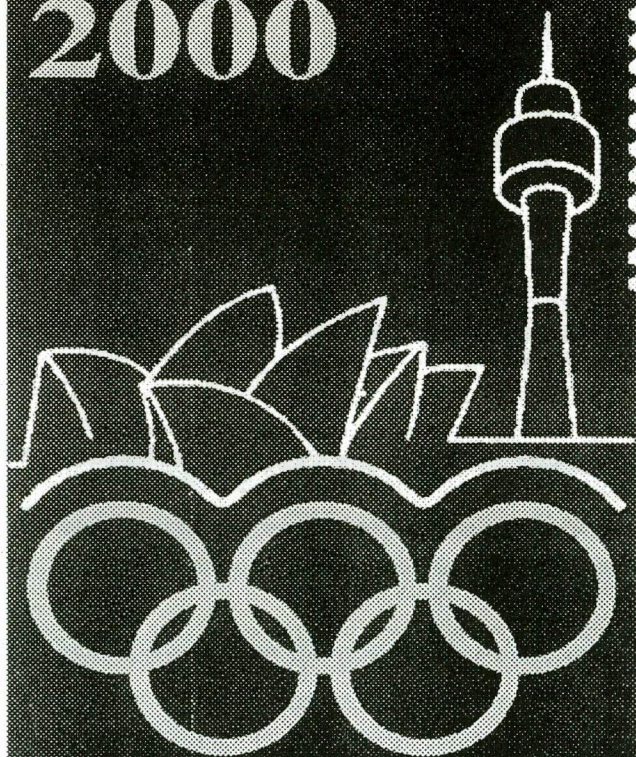
The back of the card has the following details of the publisher, and credits the photographer as Alexis Rodopoulos.



Αγλαυρου 3-117 41 Αθηνα
Τηλ. (01) 9248292/293
Fax. (01) 9241910

OLYMPHILEX

2000



SPORTS STAMP EXPO
Sports stamp, Coins &
Memorabilia EXPO
15 - 28 September

CONGRATULATIONS TURIN!

Turin was officially selected and declared as the host city for the 2006 Olympic Winter Games during the 109th Session of the IOC held in Seoul from 17-19 June 1999. The decision was taken on 19th June.



F.I.P.O. have prepared a set of six covers to commemorate these events. The envelope and meter mark from Lausanne both commemorate the IOC Session. Circular cachets containing the bid logos were handstamped for the individual candidate cities, with a further boxed text cachet added to the Turin cover to mark the award on the 19th June.

The meter mark has a value of 20 centimes, and also acts as the cancellation on a 70 centime self adhesive stamp from the 1998 Sports series.

The set of covers should be available from The Olympic Museum, Lausanne (subject to stocks) at a price of approximately 25Sfr plus postage.

Cachets for the candidate cities:



Turin {violet}



Helsinki {blue}



Zakopane {black}



Klagenfurt {green}



Sion {carmine}



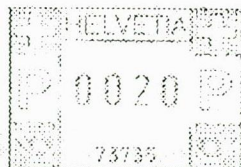
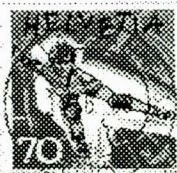
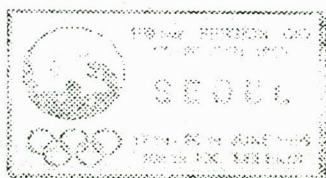
Poprad-Tatry {red}

Award cachet {red} :

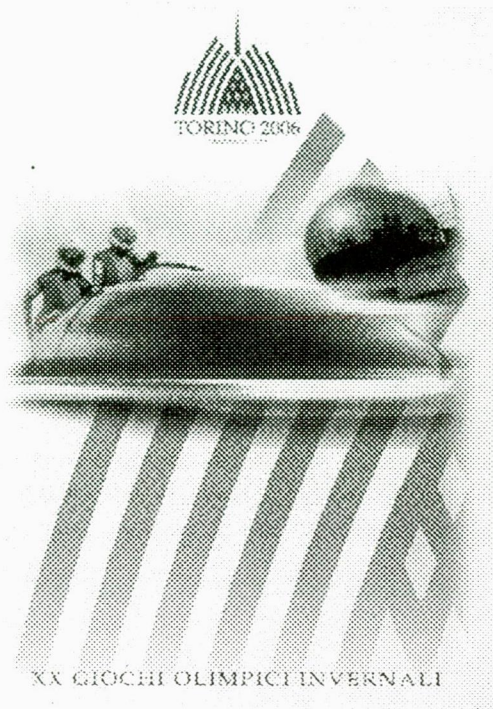


CIO {Rings} IOC
109^{ème} SESSION
SEOUL 19 JUN 1999
PROCLAMATION VILLE ORGANISATRICE
JEUX OLYMPIQUES D'HIVER
2006

Commemorative meter {red} :



Logo and rings - 109^{ème} SESSION CIO / 17 - 20 JUN 1999 / SEOUL /
 17th - 20th JUNE 1999 / 109th IOC SESSION - Machine number 73735



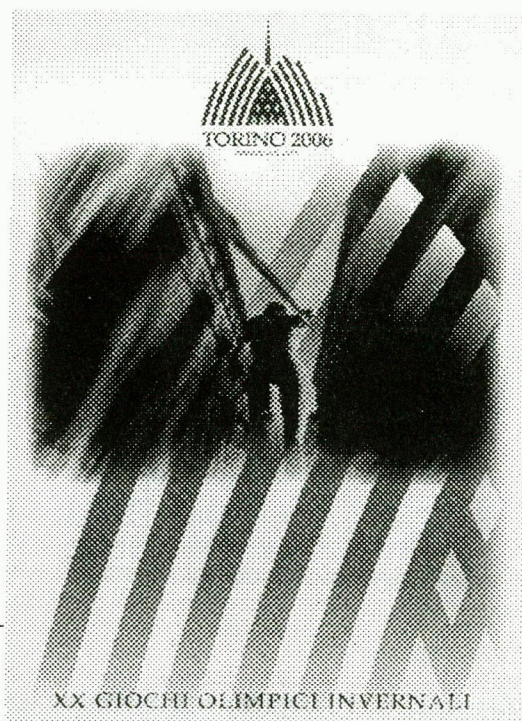
Above: *Bobsleigh*

Right: *Speed skating*



Thanks to a number of our colleagues from UIFOS the Italian collectors group, copies of four candidature postcards from Turin were available at the World Collector's Fair in Lausanne.

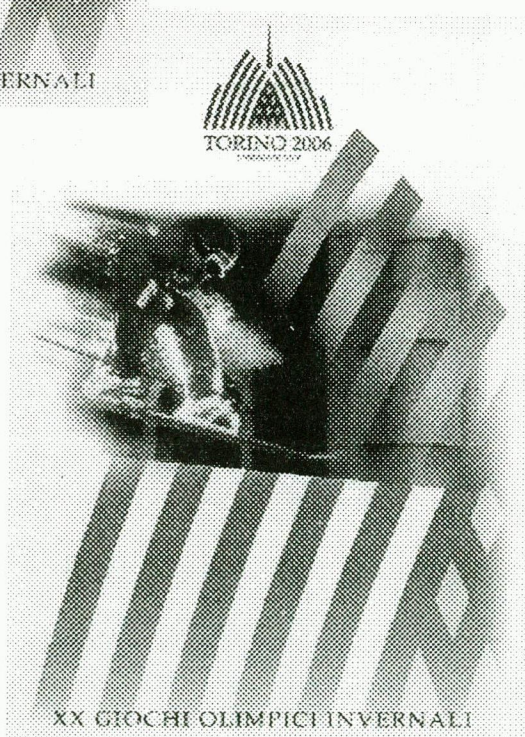
The four vertical cards are very attractive, and superimpose action scenes with a graphic design showing part of the bid logo.



Left: Skiing

Right: Snowboarding

The designs also set the sporting images against an architectural detail from Turin Cathedral.



THE OLYMPIC STORE DIRECT

The Olympic Store Direct is a mail order facility, offering a range of Sydney 2000 products / memorabilia / collectibles world-wide, with the exception of the United States of America and its associated territories. The USA exclusion is a result of the marketing agreement between SOCOG and the US Olympic Committee whereby the USOC has the rights for the sale of such items within United States territories.

The Olympic Store Direct is a member of the Coles Myer Ltd group, and produces regular magazines with details of current products available, for collectors the focus is certainly on pins, coins and posters. In common with recent Olympiads a concerted effort is being made to attract the public to 'get stuck into a new hobby' - pin collecting.

The issue illustrated (third) contains three Limited Edition framed sets of pins:

- Oar pin set, 17 pins depicting 104 years of Australian Olympic participation;
- Flag pin set, 18 pins commemorating 100 years of Australian participation;
- Pictogram puzzle set, 35 pins depicting the 28 sports and certain disciplines of the Sydney 2000 Olympic Games.

These series are priced at A\$199, A\$199 and A\$349.

A further nine series of pins are detailed through the magazine.

Clothing ranges, featuring either the Sydney 2000 logo or the Australian Olympic logo occupy about one third of the illustrated issue, offering high quality sport or casual wear.

Mementoes, bags / backpacks, pens and an umbrella occupy one page. A range of products for youngsters (mainly featuring the mascots) occupy two pages.

A detailed listing of the coin collections in gold, silver and bronze is given on two pages, and products 'for the home' such as spoons, plates, mugs, tableware etc. also occupy two pages.

Finally - the real bargain! The magazine has a surface mail POSTAGE PAID AUSTRALIA imprint on the back cover.

What a shame that the Postage Paid imprint does not appear on the front cover with the superb artist's impression of the 2000 torch - a need for album sheets larger than A3 is becoming apparent!

How else do we manage to display an open cover of an A4 magazine? If you have any suggestions - let me know.

DELIVER TO:
CUST NO: 000369294 (018)
MR T B'ARCY
1 VALE ST
HEATHMONT VIC 3135

SURFACE
MAIL

POSTAGE
PAID
AUSTRALIA

THE OLYMPIC STORE DIRECT

Third Edition

Sensational
NEW Sydney
2000 winter
SWEETS

four free
Sydney 2000
Olympic Torch
Relay pin

Details page 2



Blazing a trail
to Sydney
2000

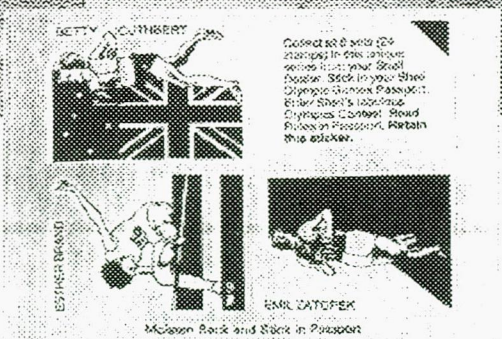
ADDITIONS TO THE DU BOIS CATALOG - MONTREAL '76

Tom D'Arcy

Shell Oil Company, Australia.

Olympic Passport 8 sheets each having three labels showing Olympic Gold medalists as listed:

- Sheet 1. Betty Cuthbert, Emil Zatopek, Esther Brand;
- Sheet 2. Mark Spitz, Paavo Nurmi, Arthur Wint;
- Sheet 3. Abebe Bikila, Yukio Kasaya, Mary Peters;
- Sheet 4. Vassili Alexeev, Murray Rose, Jesse Owens;
- Sheet 5. Dawn Fraser, Naftali Temu, Irina Press;
- Sheet 6. Heide Rosendahl, Herb Elliot, Wilma Rudolph;
- Sheet 7. Livo Berruti, Teofilo Stevenson, Kipchoge Keino;
- Sheet 8. Valeriy Borzov, Fanny Blankers-Koen, Shane Gould.



Each label has a line drawing of the athlete with their national flag. The labels are rouletted and measure 42 x 32mm.

ADDITIONS TO THE DU BOIS CATALOG - MOSCOW '80

Tom D'Arcy

SUPPORTER / OLYMPIC TEAM 1980 symbol of two boomerangs attached to the Olympic rings {Australia}, circular 44mm diameter. Yellow background, all text and motifs in green.



SANREMO ITALY under a photograph of San Remo beside a representation of the Moscow 1980 logo under OLYMPIC VILLAGE {in Russian and Cyrillic lettering}. Rectangular 95 x 82mm with a white / red /white border.

Match Box skillets {Australia}.

Series of 14 showing pictograms of sports from the program at the Moscow Games.

The left panel 'Carlton & United / Breweries / Official Sponsors / OLYMPIC GAMES / MOSCOW 1980.' above a logo showing two boomerangs attached to the Olympic rings. A space beneath this is provided for advertising and the address of an individual hotel. At the bottom 'Supports the Games'.

The centre panel has: Made by Bryant & May. Contents 22 / Send an athlete to Moscow / For PPA Advertising, Brisbane (07)2219955.

The right panel shows the pictogram at the top. Under this is 'Collectors' Item 1 (to 14) in a Series of 14'. Below this is 'Carlton, the boomerangs and rings logo, Sponsors'.

The following list of the pictograms is incomplete, **the assistance of members in completing the list would be appreciated:**

- | | | |
|--------------|---------------|--------------------|
| 1. Swimming. | 6. Hockey. | 11. Fencing. |
| 2. | 7. Cycling. | 12. Rowing. |
| 3. | 8. | 13. Basketball. |
| 4. | 9. Wrestling. | 14. Weightlifting. |
| 5. Judo. | 10. | |

**Carlton & United
Breweries**

Official Sponsors
OLYMPIC GAMES
MOSCOW 1980

AUSTRALIAN HOTEL
St George
Tel. 1394

Supports the Games

Send an athlete to Moscow
Tel. 43570



Carlton & United Sponsors

**Carlton & United
Breweries**

Official Sponsors
OLYMPIC GAMES
MOSCOW 1980

GRANDE HOTEL
Bridgiate Street
Sydney Tel. 4700

Supports the Games

Send an athlete to Moscow
Tel. 43570



Carlton & United Sponsors

**Carlton & United
Breweries**

Official Sponsors
OLYMPIC GAMES
MOSCOW 1980

IMPERIAL HOTEL
Sydney
Tel. 4770

Supports the Games

Send an athlete to Moscow
Tel. 43570



Carlton & United Sponsors

**Carlton & United
Breweries**

Official Sponsors
OLYMPIC GAMES
MOSCOW 1980

AUSTRALIAN HOTEL
St George
Tel. 1394

Supports the Games

Send an athlete to Moscow
Tel. 43570



Carlton & United Sponsors

**Carlton & United
Breweries**

Official Sponsors
OLYMPIC GAMES
MOSCOW 1980

GRANDE HOTEL
Bridgiate Street
Sydney Tel. 4700

Supports the Games

Send an athlete to Moscow
Tel. 43570



Carlton & United Sponsors

**Carlton & United
Breweries**

Official Sponsors
OLYMPIC GAMES
MOSCOW 1980

NEWTOWN HOTEL
77-79 St. George
Tel. 4360

Supports the Games

Send an athlete to Moscow
Tel. 43570



Carlton & United Sponsors

**Carlton & United
Breweries**

Official Sponsors
OLYMPIC GAMES
MOSCOW 1980

GUNALDA HOTEL
Gundah
Tel. 4570

Supports the Games

Send an athlete to Moscow
Tel. 43570



Carlton & United Sponsors

**Carlton & United
Breweries**

Official Sponsors
OLYMPIC GAMES
MOSCOW 1980

ROYAL HOTEL
Barrack
Tel. 4207

Supports the Games

Send an athlete to Moscow
Tel. 43570



Carlton & United Sponsors

**Carlton & United
Breweries**

Official Sponsors
OLYMPIC GAMES
MOSCOW 1980

NEWTOWN HOTEL
77-79 St. George
Tel. 4360

Supports the Games

Send an athlete to Moscow
Tel. 43570



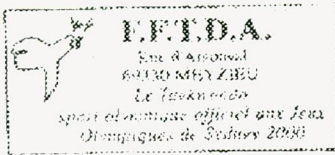
Carlton & United Sponsors

OLYMPIC METER REPORT

René Christin provided copies of the following two meters from France; **Bob Wilcock** provided the two from U.S.A. :



30^{ème} ANNIVERSAIRE / DES JEUX OLYMPIQUES / DE GRENOBLE / 1968 98
 {flame} - 38 GRENOBLE CTA / ISERE - REPUBLIQUE / FRANÇAISE / POSTES
 / F W4342



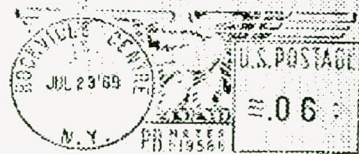
F.F.T.D.À / Rue d'Arsonval / 69330 MEYZIEU / Le Taekwondo / sport olympique
 officiel aux jeux / Olympiques de Sydney 2000 - 69 MEYZIEU / RHONE -
 REPUBLIQUE FRANÇAISE / POSTES NP 17483



LONGINES / OFFICIAL WATCH / FOR THE 1948 / U.S. OLYMPIC COMMITTEE
 NEW YORK / N.Y. - U.S. POSTAGE / PAID / METER NO. 6011

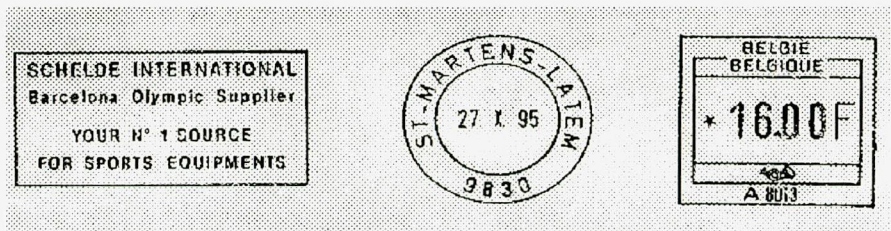


DAYI



FEDTRO / OFFICIAL MEGAPHONE / MEXICAN 1968 / OLYMPIC GAMES /
 {rings} - ROCKVILLE CENTRE / N.Y. - U.S. POSTAGE / PB / METER / 519586
*The copy of this meter is taken from an envelope with address 'corner card'
 confirming the corporate address in Rockville Centre.*

Kenny Cook provided copies of the following four European meters from Belgium, Netherland and Italy :



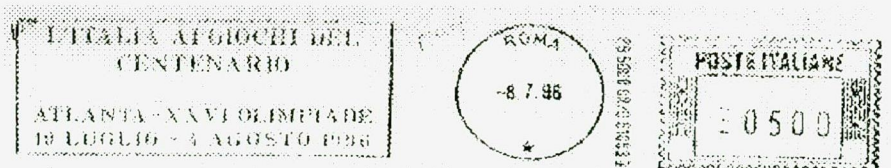
SCHELDE INTERNATIONAL / Barcelona Olympic Supplier / YOUR N° 1 SOURCE / FOR SPORTS EQUIPMENTS - ST-MARTENS LATEM / 9830 - BELGIE / BELGIQUE / A 8013



WAVIN / Officieel / teamsponsor / Olympische / Vrouwen Acht / roeiploeg - 7770 AA HARDENBERG / POSTBUS 5 / NETHERLAND / PB 11243



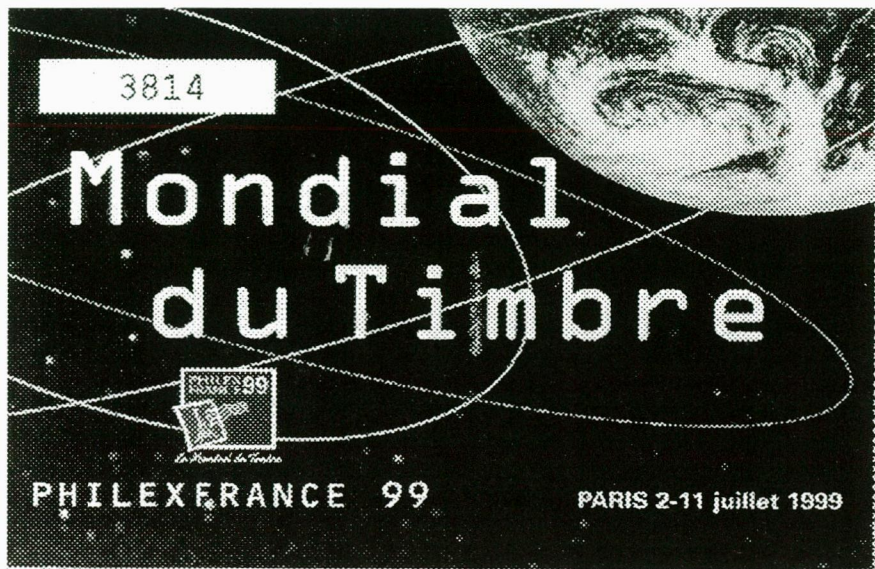
a champion for champions / Janssen & Fritsen / supplier of / official / sports material / **janssen & fritsen** - HELMOND / POSTBUS 110 / 5700 AC - NEDERLAND / NEOPOST RN 282



L'ITALIA AI GIOCHI DEL / CENTENARIO / ATLANTA - XXVI OLIMPIADE / 19 LUGLIO - 4 AGOSTO 1996 - ROMA - POSTE ITALIANE - PB 5000 OR/O 610630

PHILEXFRANCE '99

PHILEXFRANCE '99 was held from July 2 - 11, in Paris. In common with the majority of International Philatelic Exhibitions one day was designated as 'day of Sport and Olympism'.



Anyone purchasing a 'day ticket' became the proud owner of the above postcard as the detachable and retained stub of the ticket.

A special handstamp was in use each day, with the 6th of July commemorating Sport and Olympic day. Automatic postal vignettes were available, on specially illustrated labels.

The background of the labels is illustrated with silhouettes from the Parisian skyline, and the Philexfrance '99 logo.



SYDNEY 2000 - SOCOG EPHEMERA

Tom D'Arcy

Tom is kindly sharing his attempts to compile a list of the items produced to commemorate the Sydney 2000 Games, and the various levels of sponsorship / involvement by corporations. It is hoped that this will eventually evolve into a detailed listing of the philatelic and related items. The reasons for the listing and some of the difficulties encountered in compiling it are typical of those encountered on previous occasions. We should all be grateful for both Tom's efforts, and his willingness to share the information. Ed.

Notes on the SOCOG Ephemera listing:

Obviously, the list is not complete. SOCOG is still seeking A\$218 million in sponsorship. It has taken 18 months to compile this list to this level of completion. For example in January 1999 there were 66 (of which I list 30) Licensees and 3500 approved articles. I know of at least one additional company that is seeking a license at the moment. I was told that it takes four months to gain approval.

Just after Australia '99, SOCOG and the sponsors had a meeting at which the sponsors charged that SOCOG was too autocratic. I have found that it is impossible to have a query answered by SOCOG - written or spoken.

My reason for compiling a list was the early problems between SOCOG and Australia Post. I was faced with a situation that the host country of the Summer Olympic Games would not issue stamps - the first time since 1912, so I was trying to collect Olympic material relevant to Sydney. I first tried to list all envelopes of the sponsors that used the SOCOG logo. I found however, that the task was so time consuming and frustrating, with so much additional data being accumulated, that I decided to expand the list and include as much information as possible.

Unfortunately, I compiled (and approached) my list alphabetically, which meant that I started with AMP. I tried to deal with the Melbourne office, and after a number of uncooperative contacts, they started to use an answering machine - I can vouch for the fact that telephone answering machines are the most effective filtering device known to mankind. I also encountered very 'secretive' corporations, and one that was just rude - my approach was met with 'Get lost' - great public relations!

Most companies were however interested in what I was attempting, and they were helpful - although a bit bemused by it all. They too had real problems with SOCOG. The use of the SOCOG logo is strictly controlled. The best example of this is Pacific Dunlop which owns 7 separate companies. Pacific Dunlop itself is licensed to sell pins and use the logo on envelopes and on letterheads. Dunlop bedding uses a number of brands, one of which is Sleepmaker.

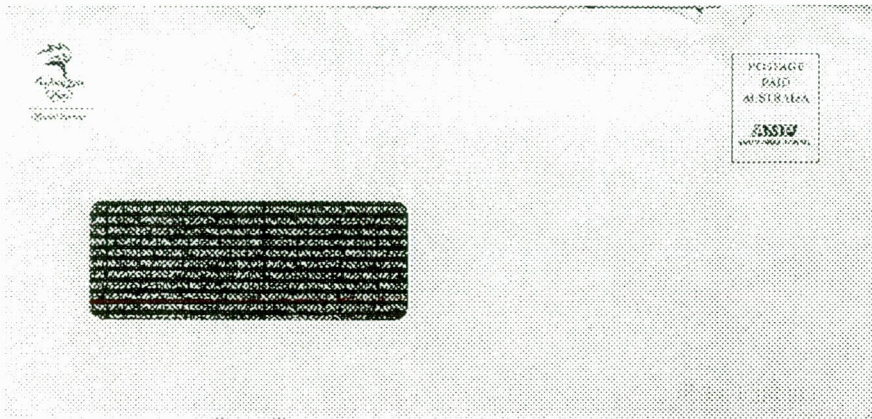
All bedding for the Games will be manufactured under the Sleepmaker brand, but Dunlop Bedding is allowed to use the logo only on a letterhead. Use of the SOCOG logo on envelopes would be construed to be misleading advertising as Dunlop Bedding manufactures other brands and this would imply that all brands would be used by SOCOG!

McDonald's, 7 Australia, VISA, and the 2000 Australian Team Supporters use only the Olympic rings, and not the SOCOG logo

I do not collect pins. The information in the lists was provided by a colleague who does have an interest in pins, supplemented by occasional pieces of information that I have happened upon.

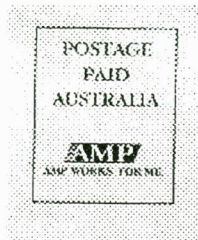
{It should be noted that with the exception noted above, these lists relate to material displaying the SOCOG logo not the earlier bid logo, or Australian Olympic logo. Ed.}

	Envelopes	Letterhead	Compliments slip	Pins	Business card	Other / comments
World Wide Partners						
Coca-Cola				✓		Cans, posters, all controlled from USA.
Fuji Xerox Australia Ltd	3		1	✓		
IBM		✓		2		Other items - staff only.
John Hancock						
McDonald's	1			2	1	Wrappings
Panasonic Australia Ltd	2	1	1	1		
Samsung Electronics	2	1	1	3	1	
Sports Illustrated - Time		2				
UPS	1	1	1	2		
VISA International	1			1		Advertises with banks.
Partners						
AMP	2			2	1	8 brochures.
Ansett Australia	3	1	1	2		Boarding pass, Luggage tag, Change of Itinerary.
Members of the Sydney 2000 Official Airline Team						
Air New Zealand	1		1		1	
Lufthansa						Nothing planned.
Malaysian Airlines						Nothing planned.
South African Airways		1			1	
Thai Airlines		1				
United Airlines	1					Timetable.



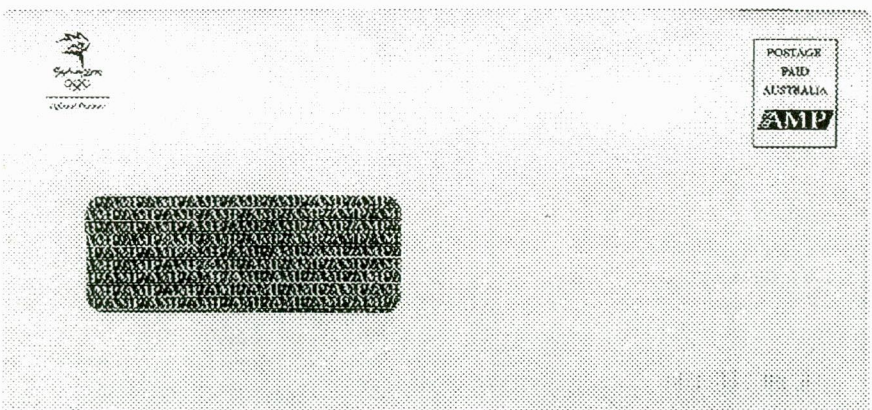
Above: AMP envelope, Sydney logo in black, return address on flap GPO Box 300 Paramatta NSW 2124.

Postage paid by printed **Postage / Paid /Australia / AMP / AMP WORKS FOR ME**



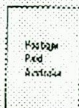
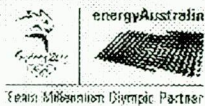
Below: AMP envelope 904204 9/92 F, Sydney logo in blue, return address on flap GPO Box 300 Paramatta NSW 2124.

Postage paid by printed **Postage / Paid /Australia / AMP**



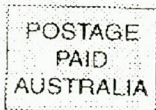
Partners (cont).

	Envelopes	Letterhead	Compliments slip	Pins	Business card	Other / comments
BHP				4		Newspaper and TV ads.
Pacific Dunlop	2	1		1		
Ansell						
Berlei						Provider 2000 Australian Team.
Bonds						Supporter.
Dunlop & Goodyear Tyres.						
Goodyear Tyre & Rubber.						Provider 2000 Australian Team.
Olex Cables						Supporter.
Dunlop Bedding						Provider & Provider 2000 Australian Team.
Energy Australia	4	1	1	1		
John Fairfax Group Ltd		1	1	2		Logo on newspaper ads, Bookmark, Sticker, Xmas card, Sea Change card, Childs exercise book label.
Holden Ltd		1		1		Set of trade cards.
Kodak (Australia) Ltd				1		Postcard, Packaging, Photographic paper.
News Ltd						Logo on newspapers.
7 Australia	1	1		2		Note paper, Card of Shane Gould, Slogan cancel.
Swatch Watch				1		2 labels, 2 Stand-ups, Pamphlet.
Telestra Corporation	1	1	1	4		
Westfield		1		3	1	Ads on Olympic Journey.
Westpac Banking Corp.		1	1	1		Ads, Credit Card Envelope.
AGC		1		3		
Bank of Melbourne				1		
Challenge Bank						
Supporters						
Adecco - Lyncroft	1		1	1	1	3 Post cards, 2 Paralympic Post cards, 2 Booklets.
Accountants on Call	1					
Law Appointments	1					
Arthur Anderson		1	1			
Bonlac Foods		1	1	1		Note paper.
Bodalla						Packaging
Western Star Butter						Packaging
Bonds						See Licencees



Above: energyAustralia envelope, flap with Electricity theft costs you \$\$\$\$ / report all cases / 24 Hour Hotline 1800 060 412 / Address all mail to GPO Box 4009 Sydney NSW 2001 Australia

Postage paid by printed **Postage / Paid / Australia**



Below: Adecco envelope, Sydney logo in black, return address Level 2, 280 George Street / SYDNEY NSW 2000.

Postage paid by printed **POSTAGE / PAID / AUSTRALIA**



See number printed on back of envelope for the name and address of the ADECCO branch

Level 2, 280 George Street
SYDNEY NSW 2000



Private and Confidential



Supporters (cont).

Carlton United
Breweries.
Goodman Fielder Ltd
Uncle Toby's
Olex Cables
Reebok Australia Ltd
Royal Australian Mint
Perth Mint
Streets Ice Cream Ltd
TAFE NSW
Radio 2UE Sydney Ltd
Traveland Ltd

Providers

Balsam Pacific Ltd
Cleanvent Ltd

Clipsal
Generale Location
Great White Shark
Enterprises Inc.
Lindemans Wines
Linfox
Olex / Energy Australia /
OCA
Mistral International
Mondo
Rambler Furniture Ltd
Rogen Australia Ltd
Saunders
Sita - BFI
Sleepmaker
Speedo Australia Ltd

Surveyor-General's
Dept of NSW
Visy Industries
Waste Services NSW
Woolcott Research Ltd

Envelopes	Letterhead	Compliments slip	Pins	Business card	Other / comments <i>Commercial services / goods</i>
4	3	1	2		6 Beer labels, Beer cans, Packaging.
1		1	1		Logo on energy food box. Envelope label.
		1		}	Australian Coins, Advertising booklets Answered by Unilever
1			1		
1		1	1		
1				1	House magazine SOCOG logo generated by computer.
1	1	1	1		4 Catalogues
			1		11 Wine bottle labels.
				}	Joint Team
					<i>Manufacturers of the track</i>
	2	1		1	Nothing available Design Card of pictograms.
	1				Advertising See Licencees & Supplier 2000 Team. Post cards, 2 Booklets.
					Nothing available

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Breweries Ltd. 2000
All rights reserved.
Printed in Australia

Printed on recycled paper 100% recycled



Carlton & United

AUSTRALIA'S LEADING BREWER

Envelope from Carlton and United Breweries Ltd. Return address,
GPO Box 4050 / Sydney 2001 / New South Wales / Australia.

Carlton & United / AUSTRALIA'S LEADING BREWER / OFFICIAL SUPPORTER OF THE SYDNEY 2000 OLYMPIC GAMES logo in colour.



© 2000 Radio 2UE Pty Ltd. All rights reserved. 954 FM Sydney NSW



Envelope from Radio 2UE, return address on flap,
176 Pacific Highway Greenwich New South Wales 2065.

2UE / RADIO ACTIVE 954 FM / Official Commercial Radio Broadcaster / for the Sydney 2000 Games, logo in black.



Official Commercial Radio Broadcaster
for the Sydney 2000 Games

Licensees

ACME Merchandising
 Akubra
 Aminco Australia Ltd
 Australian Weaving Mills
 Ashdene Placemats & Coasters
 Benson House
 Bonds
 CA Australia Ltd
 Canning Vale
 Canterbury International
 Charles Parsons
 Clifton Umbrellas
 Davenport Industries
 DNA Product Security
 Driza-Bone Ltd
 Dunlop (USA)
 FHA Image Design
 Gillette Australia Ltd
 Hunter Leisure
 The Ink Group Ltd

 Illustrated Sports Clothing
 Jason
 Jockey / Red Robin
 Jurlique International
 Ken Duncan
 Line 7 Clothing
 Lush Creations
 Perfection Souvenirs
 Rodriguez Ltd
 The Rose Garden
 Royal Australian Mint / Perth Mint.
 R M Williams Ltd
 Seafolly Ltd
 Spotlight Promotions Ltd
 Speedo Australia
 Sundown Souvenirs
 Swedish Match
 Trofe Australia
 Waterford Wedgewood

Envelopes	Letterhead	Compliments slip	Pins	Business card	Other / comments <i>Commercial services / goods</i>
					<i>Clothing Hats Pin Manufacturers Withdrew Placemats, Coasters Pin Manufacturers Clothing Towels Rugby jumpers Bedspreads Umbrellas Clothing Security tags Rain wear Golf balls Design of Mascots Pens, Paper. Exercise books, Bookmarks Postcards, Calendars, Diaries, Posters etc Clothing Placemats Clothing Cosmetics Framed Photographs Clothing Mugs Souvenirs Tea Towels Olympic Rose Australian Coins Clothing Backpacks, purses Bathing cap Mascots Licence applied for Pin Manufacturers Glass & Porcelain</i>



 Australian Guarantee Corporation Limited

 Locked Mail Bag 666

 Coorparoo DC QLD 4151

 Australia

Changed your address?

 Yes, please readdress from within 200 hours of AOC

 Full Name:

 New Address:

 Postcode:

POSTAGE

 PAID

 AUSTRALIA



REUSABLE ENVELOPE

 CHECK THAT NOTHING IMPORTANT

 SHOWS THROUGH THIS WINDOW

IMPORTANT

 This is a reusable envelope.

 Open at red thumb notch

 on reverse.

TO OPEN:



1. Hold the envelope

 by the thumb notch

 and pull the flap

 down.

TO RE-USE A POSTAGE STAMP MUST BE USED WITH 1985 24x35mm



1. The stamp must

 be placed in the

 window.



2. When made up

 the flap must

 be sealed.

AFFIX

 POSTAGE

 STAMP

 HERE

Australian Guarantee Corporation Limited

 LOCKED BAG 666

 COORPAROO DC QLD 4151

Top: AGC envelope - outward mailing (front) with printed POSTAGE / PAID / AUSTRALIA / ACG.

Logo in red, with prominent red text IMPORTANT / This is a reusable envelope / Open at red thumb notch / on reverse.

Below: Return side (back) of the AGC envelope, pre-addressed to : Australian Guarantee Corporation Limited / LOCKED BAG 666 / COORPAROO DC QLD 4151, postage to be paid by the sender.

{I cannot think of any GB Bank that would include '666' in it's address by choice - Ed.}

**Provider 2000
Australian Team**

Berlei
Speedo Australia Ltd
Team Australia
Buttercup
Steggles
Uncle Toby's Co.
Kraft

**Supplier 2000
Australian Team**

Sleepmaker
**Supporter 2000
Australian Team**
Goodyear Tyre and
Rubber

**Official Sponsor of Accounting, Taxation and Management
Consulting Services and the Olympic Job Opportunities**

Ernst & Young
Miscellaneous
Coles Myer

Kmart

Melbourne Cricket Club
Olympic Co-Ordination
Authority
The Olympic Club

The Olympic Store
Project 2000

Stadium Australia

Envelopes	Letterhead	Compliments slip	Pins	Business card	Other / comments <i>Commercial services / goods</i>
	1				<i>Female under clothing</i>
	1				<i>Swimming Costumes</i>
					<i>Bread</i>
					<i>Chicken & Turkeys</i>
					<i>Breakfast foods, Energy bars</i>
					<i>Dressing & Mayonnaise</i>
	1				<i>Bedding</i>
	1				<i>Tyres</i>
	1			1	<i>Accounting Services</i>
					<i>Sponsor the Olympic Store catalogue.</i>
					<i>Agreement to sell Olympic merchandise.</i>
					<i>Order form Melbourne football</i>
					<i>Map of Showground Olympic complex travel.</i>
					<i>Members only merchandise:</i>
					<i>Pins, Postcards, Video,</i>
					<i>Magazine, Lottery for tickets</i>
				1	<i>catalogue.</i>
	1				<i>2 Postcards, Canberra Team training.</i>
	1				<i>Prospectus, Main Stadium.</i>

Envelopes in the listing above include all sizes, and those with 'postage paid impressions'. However many of those requiring postage to be added are likely to exist with 'rubber stamp' Postage Paid indicators. It is hoped that by combining members resources it will be possible to create a detailed listing of the postal items. Tom is already liaising with some Australian members. Anyone with additions or information should send photocopies to the Editor.

THE REDEVELOPMENT OF WEMBLEY STADIUM

Alan Sabey

Much has appeared in the National press and on television in recent months about the fate of the famous "Twin Towers". Three meetings have been called recently, two for the public and one in between which was a press release for the Press and TV cameras on July 29th (ironically the anniversary of the Olympic Games opening there in 1948)

Your intrepid reporter, Alan Sabey, whose heart is said to be in Wembley, got to hear of the first of these meetings which was held in the Banqueting Hall of Wembley Stadium in the evening of July 20th 1999 and attended on behalf of the Exhibition Study Group, The society of Olympic Collectors and the Wembley History Society where he is a Committee member.

Geof Raw, the Project Co-ordinator, opened the meeting for Brent Council and Bob Stubbs accompanied him from the Stadium. At this stage there was much speculation about the future Stadium and no plans or models were on display. Geoff began by stating that the redevelopment would have a "profound effect" on the Borough and put Wembley back on the map nationally and internationally. On March 15th this year, the Stadium was sold to Wembley National Stadium Ltd", of which the Football Association is the main shareholder, and the staff from Wembley PLC were taken on by the new company.

The terms of the Lottery Grant are that: -

1. There must be a minimum of 80,000 seats
- 2 There must be open access for football, rugby and athletics
2. No home teams can play all their matches at Wembley.

We were informed that we must look 20 years into the future for any possibility of hosting the Olympic Games. There was to be a Press and TV release on July 29th (to which I tried unsuccessfully to get a ticket) and details would be on the National 6pm News on television. There was to be a meeting open to any members of the public in the evening of August 5th again at the Stadium.

Although on July 20th, they were not releasing any details of the new plans, we were told that Planning Permission would be sought from the London Borough of Brent in October 1999; that the present Stadium would close in September 2000 and that the new Stadium would open in 2003.

Crowd and Traffic problems

A movable roof would minimise noise from pop concerts. It is intended to provide on-site facilities for the provision of food, drink and toilets before the turnstiles open to prevent visiting crowds from thronging local streets and cafes. The spectators would also be able to obtain refreshments after a match or event, so there would be no immediate need to leave the Stadium.

Parking congestion

Local residents complain that they cannot park outside their own homes on match days and that there is a lack of parking law enforcement. There are 5000 to 6000 parking spaces at the Stadium now, but in the redevelopment there will be 3000 to 3500, which will be prebooked on the purchase of the ticket, and there will be no 'turn up and pay'

On the new site there will be a 200 bed **** Hotel and 100,000 square feet of offices. It is quite on the cards that the Football Association will relocate from Lancaster Gate to Wembley. There will also be Visitors' Centre containing a History of Sport, and this will be open all year round. The concrete from the existing building will be ground down and used in the new construction.

Mr Raw concluded by saying that they were proposing "the best Stadium in the world with enhanced facilities".

Question time

Among the questions from the floor was one about the fate of the Towers, to which the reply from, Bob Stubbs was that there would be a 25 metre concourse around the new Stadium and it would cost over £20 million to move the towers 100 yards forward. "The towers will be reflected in the new design and the Stadium will be twice as high" we were told.

I stood and pointed out the importance of the Olympic Games to this country, having been asked at short notice to step in and host them in 1908 (at White City) and in 1948 at Wembley, that the Olympic plaques of medal winners outside the present Stadium on the face of the Terrace must be preserved. It turns out that Simon Clegg of the British Olympic Association has already been contacted and the Olympic plaques and the Bowl for the flame in 1948 along with other memorabilia such as the bust of Arthur Elvin (who rescued the Stadium in 1926 and founded the company) and the plaque for the 1966 World Cup victory would be preserved in the new Visitors' Centre. **2012 was considered the earliest possible date for the Olympic Games, but that 2016 was more likely.**

In response to a question raised, Mr. Raw stated that none of the old Exhibition buildings were intended to be permanent. As an enthusiast of the 1924/1925 British Empire Exhibition I stood up and pointed out that five

of the Exhibition buildings were supposed to be permanent. These were The Palace of Engineering (demolished 1979), the Palace of Arts (demolished 1993), the Palace of Industry (still being used), the British Government Pavilion (demolished 1973) and the Stadium which is coming down next year. The Planning Officer said that he was not aware of this fact and "stood corrected"!!

The new Stadium will be 10 to 12 storeys high and a kilometre in circumference.

July 29th 1999

I eagerly awaited the 6pm News and the Local News Programme that followed it (I live near to the area concerned so I knew it should appear in our Local News) Some mention of it was given in both News programmes but seeing that it will be the National Stadium, I was disappointed that a bit more air time was not devoted to it.

Public meeting on August 5th 1999

I attended this meeting which was hosted by Chris Palmer of the Stadium, Geoff Taylor- Development and Construction Officer – Wembley; and Hugh Thomas – Project Director for the new Stadium, part of the World Stadium team.

Chris Palmer opened the meeting by pointing out that there will be consultations with the Local Residents' Associations. A video was shown (part of it was on the 6pm news on July 29th) which included scenes of the construction and testing by foot stamping and crowds swaying in 1923, scenes of the 1923 Cup Final when the crowds invaded the pitch and had to be cleared back before play could begin, the 1948 Olympic Games and later matches and Cup Finals with George Best and Paul Gascoigne.

Hugh Thomas referred to the bid against Birmingham to have the new National Stadium and shots were shown of the site layout of the 1924 Exhibition with an overlay of the new Stadium. Shots were shown of the new roof being installed in 1964. He looked into the "fors and againsts" of the present Stadium. At present, seating is cramped and sometimes there are poor views because of obstructions although someone has paid £100 for a ticket. However there is a good "Wembley atmosphere" and excellent quality turf on which a lot of maintenance is given. It is intended to continue and build on these good points.

The present seats are 17.7 inches wide and 26 inches deep. The new ones will 2 inches wider and over 5 inches deeper. There will be escalators between the various levels and more toilet facilities.

Spectators will be seated as close to the playing area as possible. The lower tier will seat up to 40,000, the middle tier up to 20,000 and the upper tier up to 30,000 spectators. Ideas have been suggested where the lower tier is moved back to allow for the running track, and a pitch which can be elevated providing an area underneath where, for instance, drug testing can be carried out.

The roof of the new Stadium

At present all but the turf on the south side grows well as the south side is shaded by the roof. The new roof will be adjustable to suit the growing conditions and there will be only a slight shadow over the pitch. At the northern side there will be four masts with wires attached to the roof pulling it in that direction. Either side of the new Stadium will be the Offices and the Hotel referred to earlier.

Geoff Taylor the Construction and Development Officer showed pictures of the demolition of the Stadium at Cardiff Arms Park and said that demolition at Wembley would be from the inside outwards and that no explosives would be used. The reinforced concrete and reinforcements of the present building would be crushed on site and used in the new development to minimise the effect of heavy lorries going through residential areas. The present concrete walkway would be cut through at the point where it meets the frontage of the new Stadium.

I raised the question of how the Towers were reflected in the new design (see report on July 20th meeting), now that we had seen it, and that I (and it turns out a good many from the audience) could not see how the towers were "reflected" in the designs before us. It turns out that there will be a Terrace in the new design and at each end of it will be what look like large blocks, supposedly to represent the old towers! The mind boggles, to say the least! I think it is the case of a good imagination!

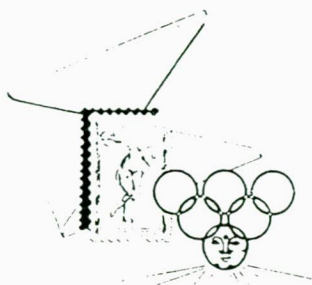
Local residents then raised a number of questions on matters that will affect them alone.

WANTED - WINTER OLYMPICS

To buy for my collection - postcards and covers
Of events and medal winners of 20th February.
This covers the Games of 1952, 1960, 1980,
1988, 1992, 1994, 1998.
David Buxton, 88 Bucknell Road, Oxon.
OX6 8DR Great Britain

WANTED - WANTED

Memorabilia, philatelic material, postcards
Football World Cups 1930, 1934, 1938
Send list or photocopies to my fax.
FOR SALE (from Nedo Nadi archives)
Autographs of Olympic gold medallists
1912, 1920, 1924, 1928, 1932, 1936
Price lists on request
Luca Imperiali, Largo Alessandria del
Carretto 12, 00040 MORENA (RM) Italy
Fax: 0039 6 7230900



OLYMPIC-GAMES FOOTBALL (SOCCER) SPORTS

- classic till today -



stamps /blocs/souvenir-sheets/**/*/☉/☒ ♦ proofs ♦ epreuve
de luxe ♦ cards ♦ letters ♦ first day covers ♦ postmarks ♦
cancellations ♦ postal stationery ♦ books ♦ autographs ♦
tickets ♦ programs ♦ pins ♦ badges ♦ pressfotos ♦ coins ♦
medals and more special material

OUR STOCK HAS MORE THAN 50 000 ITEMS FROM
ATHENS OLYMPICS 1896 TO SYDNEY 2000

periclists (8 a year with aprox. 100 pages / some illustrations)
auction catalogues (mail bidding) 4 a year (every lot is illustrated)

Please pay for postage / For interested clients from:

Europe

(in cash DM 5 00 or £ 2.00 or US \$ 4 00)

Oversea

(in cash DM 10 00 or US \$ 7.00)

Please notice:

We don't accept credit cards!
If you send bank checks please add \$
10.00 for banking charges!
Thank you very much

We are the top specialists around the world in Olympics

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Postfach 3447 - Friedrich-Ebert-Str.85

D-64715 Michelstadt - Germany

Tel. ++ 6061-4899 - FAX ++ 6061-73631

Internet: <http://www.olympiaphilatelie-volk.inl.de>

e-mail: Heiko.Volk@t-online.de



AUSTRALIA POST - 2000 OLYMPIC STAMP ISSUES

As reported in Volume 16, Issue 1, Australia Post issued a single stamp was issued to coincide with Olympic Day at the Australia '99 International Philatelic Exhibition.

Two postmarks were actually available at the exhibition, both are used on the illustrated Registered cover.



The following information has been released by Australia Post regarding further issues in the Olympic philatelic Programme:

September 1999, Sydney 2000 Olympic Games Logo (single stamp).

June 2000, Panorama of Sydney miniature sheet (sheet comprising four stamps).

September 2000, Sheetlet, (10 stamps featuring Olympic stamps).

September 2000, Joint issue with Greece - Hand over of Olympic flag to host of the 2004 Olympic Games.

September 2000, Paralympic Games, (single stamp).



A maximum card was also available from Australia Post, showing the lighting of the Olympic flame at the commencement of the 1956 Melbourne Games. In common with current Australia Post maxi-cards, the card is also an item of postal stationery in its own right as the reverse has the POSTAGE PRE-PAID AUSTRALIA / FOR POSTING IN AUSTRALIA / AND DELIVERY WORLDWIDE imprint illustrated with the globe.

POSTAGE PRE-PAID AUSTRALIA



FOR POSTING IN AUSTRALIA
AND DELIVERY WORLDWIDE

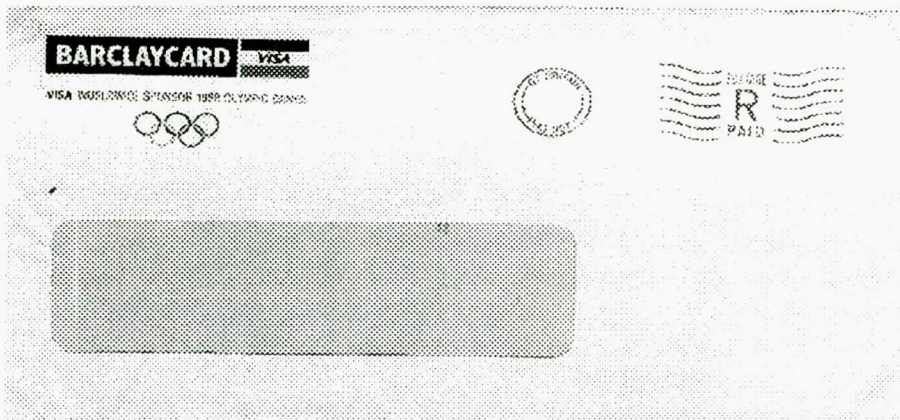
It will be interesting to see if all of the Olympic issues are accompanied by postal stationery 'maxi-cards'. If they are issued, the cards for the miniature sheet and sheetlet should prove ideal for collecting event and venue cancels for those attending the Games.

VISA - OLYMPIC SPONSOR

VISA International the corporate group offering credit card facilities through a global network of banking institutions has managed to create a niche within worldwide Olympic Sponsorship.

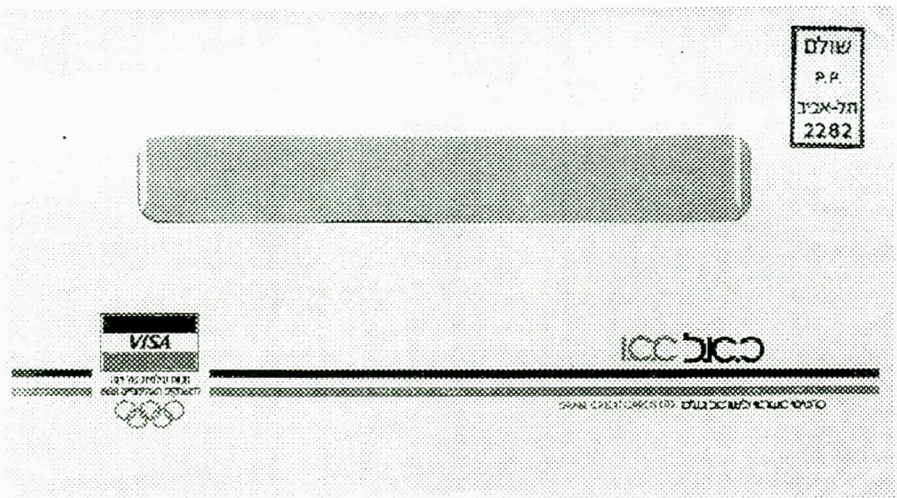
The sponsorship is publicised through it's role in the TOP programmes, and use of the Olympic rings on credit cards, advertising, some postal material from associated banks, and since 1996 - VISA 'cash cards'.

Postal material relating to VISA is generally commercial (Olympic promotions, credit card statements etc.), and as such is likely to be overlooked or end up in the waste paper bins of non-collectors around the world.



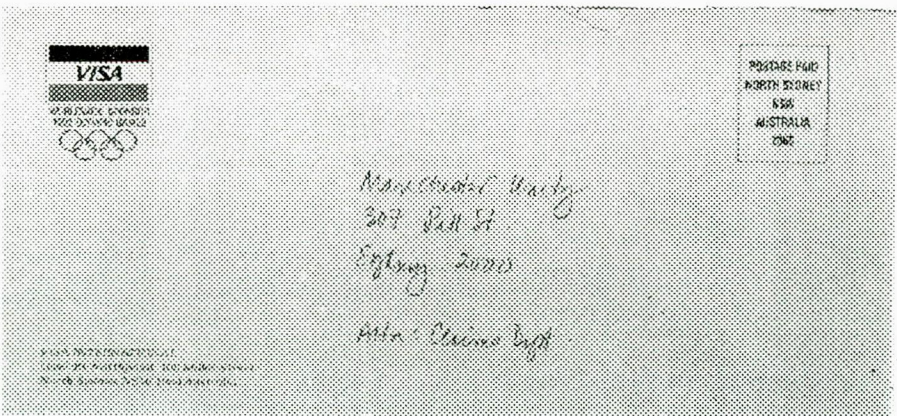
The above envelope undoubtedly carried a special offer mailshot for the Barclaycard VISA card holding recipient. The envelope has a red Postage Paid Imprint, GT BRITAIN / PHQ 1157.

VISA WORLDWIDE SPONSOR 1988 OLYMPIC GAMES with the Olympic rings in colour, appears under the BARCLAYCARD VISA 'corner card'.



This envelope carried a credit card statement and the usual brochures as 'packing' for the VISA card holding recipient. The envelope has a blue P. P. / 2282 Imprint, and was used by Israel Credit Cards Ltd.

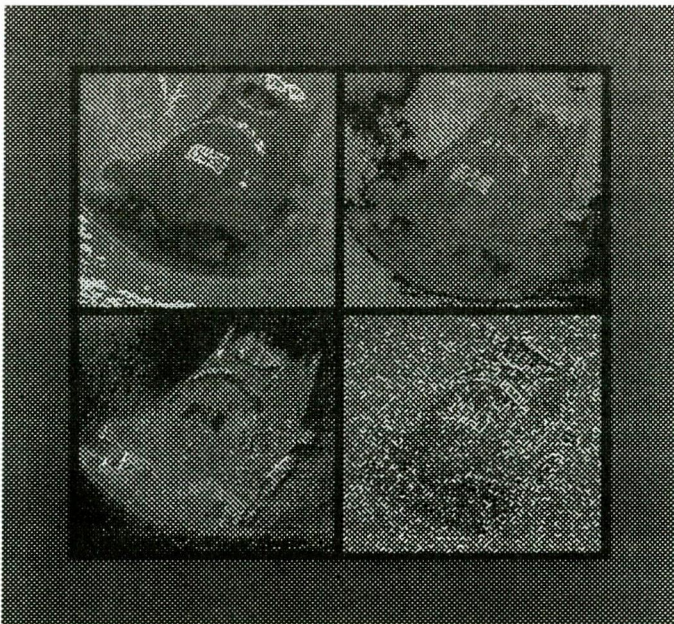
VISA WORLDWIDE SPONSOR 1988 OLYMPIC GAMES *{in hebrew}* with the Olympic rings in 'orange/gold' are printed at the lower left



The envelope illustrated at the foot of the previous page was used by VISA International, in Australia. The envelope has a dark blue POSTAGE PAID / NORTH SYDNEY / NSW / AUSTRALIA / 2060.

WORLDWIDE SPONSOR / 1992 OLYMPIC GAMES with the Olympic rings in 'orange/gold' are printed BELOW THE **VISA** logo.

It was in 1992 that VISA began to focus it's Olympic sponsorship on art. For Albertville a work by Miquel Chevalier was commissioned as *Official Visa French Olympic Artist*, and this was illustrated on a postcard distributed by VISA at their kiosk in the Olympic area adjacent to the Opening Ceremony Stadium.



The design is titled **"Bobsleigh" 1, 2, 3, 4**. Plexiglas / ciba- chrome / aluminium 60 x 60 x 20 cm.

An exhibition was sponsored in Barcelona, but I am not aware of any postal souvenirs.

1994, Lillehammer saw the first appearance of the VISA 'Olympics of the Imagination' exhibition at the Olympic Games.

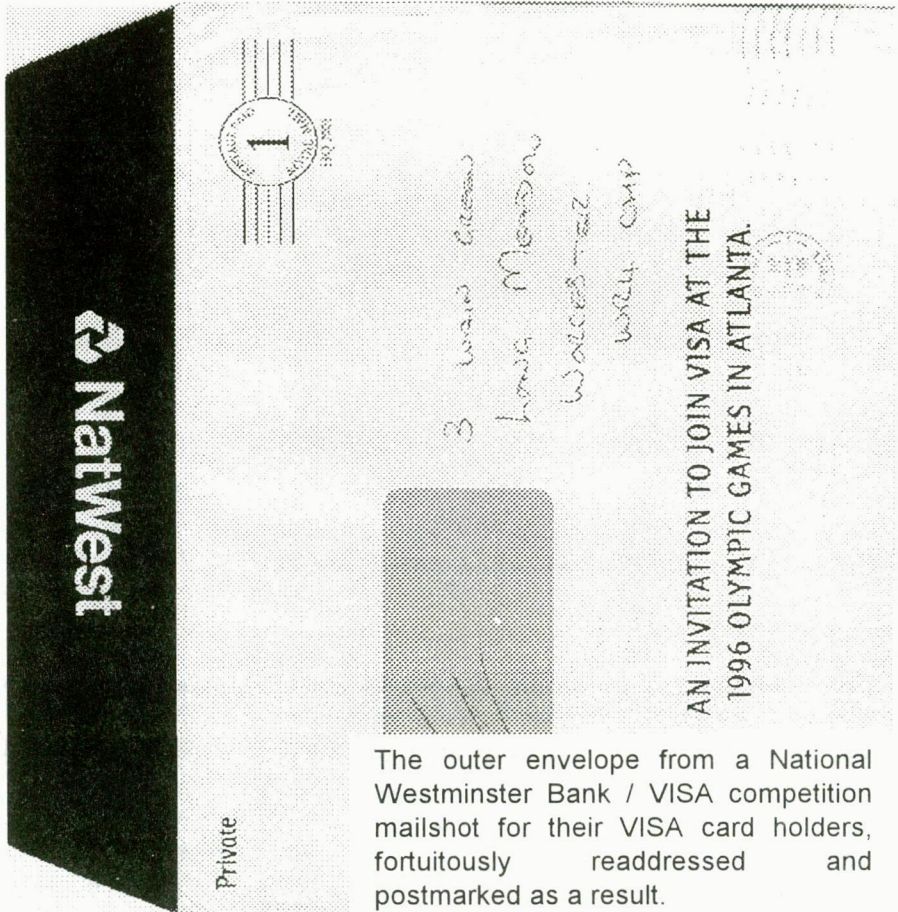
The exhibition featured paintings submitted as entries by international school children, and the 'winning designs were reproduced on postcards. *{A full list of the postcards, their designs, and the artists appeared in Torch Bearer during 1994}.*

Olympics of the Imagination, were also featured at the Atlanta Games, with the exhibition staged in the CNN Building - postcards were available of all winning designs - although they were available on a 'hand out' basis, rather than the 'help yourself' system adopted at a number of locations in Lillehammer.

Throughout the period 1994 - 1996, whilst the 'Olympics of the Imagination' programme was being developed and enhanced, the use of the Olympic rings continued through advertising material, competitions etc.

The promotion of the use of VISA cards at the Games venues also strengthened (although some controversial 'sole card' issues experienced in Calgary, whereby other credit cards were not accepted, seem to have been relaxed/resolved). The fact that the VISA relationship with the Olympic movement has a commercial value became very apparent in 1994. On ferries from Denmark to Norway, American Express were distributing 'Winter Games' pins - Mastercard produced hand out maps of the Lillehammer Storgata (High Street), listing all outlets that accepted Mastercard. Spoiling tactics had arrived.

In Great Britain, a number of Banks ran Olympic related competitions or promotions through their association with VISA, to retain the value of VISA's Olympic sponsorship. *{See details in John Miller's series of articles on the 1996 Olympic Sponsors in Torch Bearer Volumes 13 & 14}.* Postal material was however scarce. The following two pages illustrate an outer cover and the competition entry reply for a competition held by the National Westminster Bank in association with VISA.



The outer envelope from a National Westminster Bank / VISA competition mailshot for their VISA card holders, fortuitously readdressed and postmarked as a result.

The outer envelope has a POSTAGE PAID / 1 / ROYAL MAIL / HQ 2001 imprint in black.

The reply section and competition entry form fold into an addressed reply envelope.


The address section has a first class indicator, with the boxed text 'BUSINESS REPLY SERVICE / License No. RM 843'. The other outer section when folded has a photograph of the Atlanta skyline illuminated at dusk above a black band with Natwest {and logo} between two VISA logos incorporating WORLDWIDE SPONSOR / 1996 OLYMPIC GAMES.

National Westminster Bank Plc
Southern Card Centre
Southern-on-Sea
Essex SS2 6BR

1998 VISA Olympics of the Imagination
Entry Form

APPLY HERE.



 **NatWest**



The competition entry / reply section.

1998 VISA Olympics of the Imagination - Nagano.

For 1998, the Olympics of the Imagination took another giant leap forward with a 'medal' ceremony officiated at by President Samaranch the children entrants were truly made to feel that they were part of the Olympic Winter Games. Paintings were also prominently displayed around Nagano in Bank premises.

When we sought out the VISA centre four days before the Nagano Games began, there was not anyone present with any knowledge of potential postcards of the competition entries, or it seemed the competition.

Two days later, the public relations personell had arrived, and far more information was available. Their invaluable assistance produced a set of the postcards and the press releases from which the following information is taken.

VISA - OLYMPICS OF THE IMAGINATION: BACKGROUND NOTES

In Norway, where the first Olympics of the Imagination was staged at the Lillehammer Winter Games, 1300 schools participated with one winner selected. Most of the entries in Norway featured either grandmothers or "The Spice Girls" as their "admired" persons.

In the United States, Visa U.S.A. used direct mail to reach schools across the country and organized a prestigious celebrity panel of judges which included Olympian Matt Biondi and eleven-year-old child prodigy artist Alexandra Nechita to choose the four U.S. winners. More than US\$60,000 in art supplies were donated by Rosenbluth International in support of the contest in the U.S.

An online art gallery featuring the VOI winning artwork and quotes by the artists can be found on the Visa Olympics of the Imagination web site at www.visa.com/visakids.

What do Mother Teresa, a hockey goalie, a snowman, Pippi Longstocking and Matoaki Kamijo's father have in common? They are all part of the winning artwork submitted to Visa's "Olympics of the Imagination" worldwide art contest which will send 25 children to the Nagano Winter Games as guests of Visa International.

When *{this edition of}* the Visa Olympics of the Imagination art competition was announced in October 1997, tens of thousands of children from 14 nations immediately began drawing original artwork illustrating a special person whom they admire most participating in an Olympic winter sport.

The winning artwork, selected from nearly 50,000 entries worldwide, features such "admired people" as Mother Teresa, brothers, sisters, teachers, grandparents, authors, former Olympians, and even the famed explorer Sir Edmund Hillary.

More than 50,000 schools in 14 countries worked with 220 Visa financial institutions, local Olympic committees and federations, media partners and over 300 merchants to provide the means for the children to participate. Everything from advertising, bookmarks, post cards, lapel buttons, to point of sale materials, stickers, telephone hotlines, to the Internet was used to ensure that the children were aware of the program and had the opportunity to participate. A special Internet location was established by Visa so that Teacher's Guides, rules and entry information could be downloaded from anywhere in the world in eight languages.

"Visa Olympics of the Imagination is an opportunity to unite children from around the world to share in the Olympic ideals common to all nations and cultures. It fits harmoniously with Nagano's Olympic vision of increasing the participation of children in the Games. Further, it provides our members, their merchants and youth from around the world an opportunity to further these ideals and celebrate the essence of the modern Olympic Movement," said Ed Jensen, president and CEO of Visa International.

*"My picture depicts Sir Edmund Hilary, a famous New Zealand mountaineer wearing his characteristic blue striped hat. I admire Sir Edmund Hilary because, not only is he a skillful sportsman, but, he has provided children with opportunities to pursue sports. I have drawn him ice skating because like climbing, it requires agility, teamwork and strength." Rachel Carter, 15 New Zealand - **Overall Grand Prize Winner, 1996 Atlanta Summer Games.** ("Doubles on Ice")*

As the overall Grand Prize Winner from the 1996 Atlanta Olympic Summer Games, Rachel Carter from New Zealand will be a special guest in Nagano. Her drawing of Sir Edmund Hilary was created especially for inclusion in the Nagano art exhibit.

SALT LAKE CITY MASCOTS

A sticker commemorating the party and unveiling on 15th May 1999.



Salt Lake City finally unveiled their mascots for the 2002 Games on May 15th 1999. The unveiling coincided with a major celebratory party.

Three characters have been selected as the Official Mascots, a story from Utah legend inspired the interpretation of the modern-day mascots and their reflection of the Olympic motto of Citius, Altius, Fortius;

- **Snowshoe Hare (Swifter)** : At one time, the sun was burning up the earth. The hare ran swiftly to the top of the mountain. Shooting her arrow at the sun, she dropped it lower in the sky and cooled the land.
- **Coyote (Higher)** : When the world turned dark and frozen, the coyote climbed the highest mountaintop and stole the flame from the fire people. He brought warmth back to the earth.
- **American Black Bear (Stronger)** : Long ago brave hunters left their villages to track the mighty bear. But the bear was too strong and outlasted the hunters. Today, sons of the hunters continue the chase in the night sky.

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All applications should be made to the Secretary.

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