



1996 Olympic Torch Relay

Presented by 

April 9, 1996

4247-7

4247
Thomas M. Fortunato
42 Maynard St.
Rochester, NY 14615

June 12, Wed.

*Niagara Falls, Rochester, Palmyra,
Camillus, Syracuse*

RE: 1996 Olympic Torch Relay

Dear Thomas M.,

On behalf of Coca-Cola and the Atlanta Committee for the Olympic Games (ACOG), congratulations! You have the unique honor of being nominated as a Torchbearer (subject to eligibility) in the 1996 Olympic Torch Relay.

Upon verification of your eligibility, you will carry the Olympic Flame for up to 1 kilometer (5/8ths of a mile) in the 1996 Olympic Torch Relay, presented by Coca-Cola. In accepting this award, you must agree to carry the Olympic Flame on a date specified by ACOG. ACOG will make every effort to assign a starting location within 150 miles from the home of the person who nominated you. ACOG will contact you within approximately two weeks of the actual date of your participation with your check-in location and when and where you will carry the Flame.

In order to assure that potential Torchbearers have complied with all the official rules of this program, we are enclosing an Affidavit of Eligibility. The official rules require Torchbearers to sign and return a notarized Affidavit of Eligibility.



The 1996 Olympic Torch Relay
Presented by




Atlanta 1996

We are also enclosing a Publicity Release for you to fill out. The official rules state that Torchbearers will give permission to the presenter, its agencies and ACOG to use their name and/or likeness for purposes of advertising or promotion in trade and in media usage without further compensation unless prohibited by law. We have enclosed a pre-paid UPS airbill for your convenience. You may call UPS at 1-800-PICK-UPS (1-800-742-5877) to obtain information on the drop-off location closest to your home.

PLEASE EXECUTE AND RETURN THE FOLLOWING WITHIN 3 DAYS:

Check List:

- (✓) Notarized Affidavit of Eligibility
- (✓) Witnessed Publicity Release
- () Notarized Parental/Legal Guardian Liability Release - required if parent/legal guardian will be accompanying minor to/from starting location
- () Witnessed Award Refusal Form - only required if refusing award
- (✓) Questionnaire/Wavier Form

WE REALIZE THIS IS A TIGHT TIME TABLE; HOWEVER DUE TO THE NATURE OF THIS AWARD, TIMING IS CRITICAL. NON-COMPLIANCE MAY RESULT IN DISQUALIFICATION.

No substitution of the award for which you are being considered is permitted. There is no monetary value associated with the honor of being a Torchbearer.

If you wish to refuse the award for which you are being considered, please complete and return the enclosed Award Refusal Form, or you may call 1-800-627-3261 between the hours of 8:00 a.m. and 5:00 p.m. Eastern Time to verbally refuse. A replacement will be determined based on the rules.

4247-7

If you should have any questions regarding your role as a Torchbearer, call The Coca-Cola Company directly at 1-800-757-COKE (1-800-757-2653) between 8:30 a.m. and 7:00 p.m. Eastern Time.

Again, congratulations on being selected to participate in this truly special event!

Cordially,

D. L. BLAIR, INC.
ON BEHALF OF THE COCA-COLA COMPANY


Judy Makinen
Account Supervisor

JM/lsl
Enclosures

Frequently Asked Olympic Torchbearer Questions

Q: When will I find out the exact date, time, and location of my segment (leg) of the relay?

A: You will receive this information in a letter approximately 2 weeks before you are scheduled to carry the torch.

Q: How far will I carry the torch?

A: Torchbearers will run between 0.5 and 1.0 kilometer (1/4 mile to 1/2 mile), which is approximately 1 1/2 to 2 1/2 laps around a high school track.

Q: If it is raining or snowing, will I still carry the torch?

A: Yes, even in the case of inclement weather the Torch Relay caravan will proceed. In case of extreme conditions, i.e. tornado, flood, hurricane, etc., you will be notified by phone of schedule changes.

Q: Can I bring my dog, friend, parent, etc. to accompany me during my torchbearer segment?

A: No, you will have an *official 1996 Olympic Torch Relay Escort Runner* to accompany you during the relay. Your friends and family are invited to stand along the route of the Torch Relay to watch you carry the Olympic Flame.

Q: What do I wear to the Torch Relay?

A: The Atlanta Committee for the Olympic Games will provide you with a uniform consisting of shorts, shirt, and socks. You should provide your own athletic shoes. Except for your shoes, no visible company logos or brand names can be worn (e.g. sweatbands, hats...). Uniforms will be shipped to you approximately 1 week prior to the date of your Torchbearer segment.

Q: Do I need to bring the waiver form with me to the relay?

A: No, you must mail the waiver and the questionnaire back via the enclosed envelope within three days upon receipt. If you have any additional questions, you should contact the 1996 Olympic Torch Relay Torchbearer Hotline at: **1-800-757-2653**.

Q: Should I be preparing for my torchbearer segment?

A: Yes, you will be asked to carry the Olympic Flame in a timely fashion during your torchbearer segment. However, your participation is in no way tied to your physical ability, so you will not be asked to exceed your physical abilities. This is not an athletic competition or a test of your physical ability. During the relay, pace yourself according to your level of comfort. There will be an experienced escort runner with you at all times to assist you in any way.

**1996 Olympic Torch Relay Torchbearer Hotline:
1-800-757-2653**

**SARA LEE
OLYMPIC PARTNERSHIP**



470 West Hanes Mill Road
Winston-Salem, NC 27105
PHONE: 910-768-9181
FAX: 910-519-7162



CONGRATULATIONS!!

Dear Torchbearer,

On behalf of Champion, Hanes and the entire Sara Lee Corporation, we want to congratulate you on being selected as a 1996 Olympic Torch Relay Torchbearer. Your participation in the Olympic Torch Relay helps the flame cross more than 15,000 miles on its journey to ignite the cauldron in Atlanta, signaling the opening of the 1996 Centennial Olympic Games.

Champion and Hanes are honored to provide you with your official Torchbearer uniform, which has been specially designed for you as one of the select group of Olympic Torchbearers. This uniform will be worn exclusively by official Torchbearers and the unique design promotes the spirit, unity and pride of the Olympic Games. The official Torchbearer uniform is yours to keep to commemorate your participation in Olympic history.

Your uniform includes a t-shirt, a pair of shorts and a pair of socks; you will need to wear your own shoes. Please refrain from wearing this uniform in public until the date of your Relay segment, and please do not wash it prior to the run.

Should you have concerns or questions about the Torch Relay, including the size of your uniform, the date or time of your running segment, etc., please call the toll-free Olympic Torchbearer Inquiry Line at **(800) 757-2653**.

Champion and Hanes thank you for helping make the 1996 Olympic Torch Relay a spectacular and successful event, and we look forward to seeing you on the route!

Sincerely,

Jeffrey Bliss
President and CEO



1996 Olympic Torch Relay

000008549

Thomas Fortunato
42 Maynard Street
Rochester, NY 14615

Dear Thomas Fortunato:

Congratulations!!

You are now only a few days away from participating in the 1996 Olympic Torch Relay, presented by Coca-Cola. This package contains three very important pieces of information regarding your participation; location of shuttle, location of your run, and flag information:

1. **The Location And Timing Of Your Shuttle Collection Point.** It is important that you meet at the time indicated so that you will be able to learn how to use your torch and receive instructions. You will then board a Torchbearer Shuttle Bus which will deliver you to your designated Torchbearer Exchange Point. This is the point where you receive the Flame and begin your Relay segment. After you complete your segment, a different Torchbearer Shuttle Bus will return you to your original Collection Point. If you have purchased your torch, it will be emptied of gas, then presented to you so that you can safely take it with you. Noted below is the location and timing of your Shuttle Collection Point, which is located in close proximity to your running segment.

Bus:	D1
Location:	Holiday Inn-Genesee Plaza
Address:	120 East Main St.
City:	Rochester, NY
Time:	10:15 a.m.

2. **The Location And Approximate Time That You Will Start Your Torchbearer Segment.** Your runner number is 47042. Please locate this number on the attached spreadsheet, which details your running segment route. We have given you the route so that you will be able to tell all of your family, friends and associates where to come and see you carry the Olympic Flame.
3. **A 1996 Olympic Torch Relay Flag.** This flag will mark the beginning of your Torchbearer segment. Please choose someone who is important to you and give them the flag and the pole. Have this person staple the flag to the pole and instruct them to arrive at the spot on the route where you will begin your Torchbearer segment at least 45 minutes before your scheduled start time. There should be a neon-green Torch Relay sticker (approximately six inches in diameter) somewhere near that spot with the last three numbers of your Torchbearer Identification Number on it. The Shuttle Bus will look for this flag at the start of every segment, so this person needs to hold the flag high. They may keep the flag as a memento.



The 1996 Olympic Torch Relay

Presented by

Coca-Cola



100
Atlanta 1996

Approximately one week before your actual date of participation, you will receive an official 1996 Olympic Torch Relay uniform consisting of one pair of shorts, one T-shirt and a pair of socks. You should wear your own athletic shoes. You must wear this uniform while participating as a torchbearer. Remember, as a carrier of the Olympic Flame, you are not allowed to wear any type of commercial identification, except for your shoes.

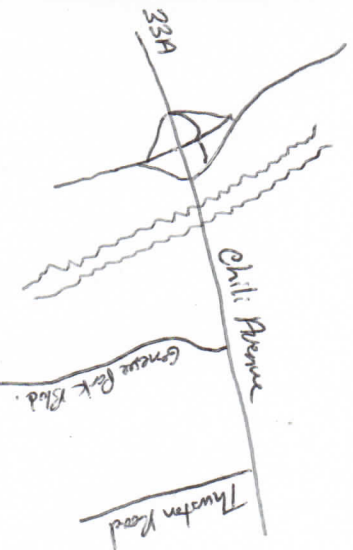
Some other key points to remember:

- You are now slotted in your Torchbearer segment. Because of the large number of Torchbearers, we are unable to move Torchbearers around after you receive this notification.
- If you have long hair, please make sure that it is pulled back while you are participating. Also, do not apply hair spray before your participation.
- If you choose to purchase your torch, please send your money in immediately. If your money has not been received one week before you participate, you can bring a certified or bank check for the amount of \$275 made out to "ACOG" and present it at your Torchbearer Collection Point.
- Continue to exercise and prepare for your Torchbearer segment.
- Be prepared for anything, especially to have fun. This will truly be a once-in-a-lifetime experience, and you should enjoy it.

If you have any questions, please contact the official 1996 Olympic Torchbearer hotline at 1-800-757-2653.

1996 OLYMPIC TORCH RELAY
Region 4: Day 47, Wed., June 12/ Niagara Falls to Syracuse

Time	Road Info	STREET & LANDMARK DIRECTIONS	Torch-bearer	Escort
11:38		x Marlou	47039	47509
11:40		x Ellis Dr.		
11:41		x Stewart Dr.		
11:43		x Walbert Dr.		
11:43		x Walbert Dr.	47040	
11:44		x Pearwood		
11:45		pass entrance to I-390 S. (L)		
11:47		x under I-390		
11:48		x Erie Canal on green bridge; enter city of Rochester (exchange @ start)		
11:48				
11:48		x Erie Canal on green bridge; enter city of Rochester (exchange @ start)	47041	
11:50		x Westfield St.		
11:51		x Fessenden St.		
11:52		x Genesee Park Blvd.		
11:52				
11:52		x Genesee Park Blvd.	47042	
11:54		x Westgate Terr.		
11:56		x Depew		
11:57		x Thurston		
11:57		x Thurston		
11:59		x Hobart St.	47043	
12:01		x Woodbine St.		
12:02		x Rugby		





United Way
of Greater Rochester, Inc.

One United Way
Rochester, New York
14604-1393
Phone: (716) 454-2770
Fax: (716) 454-6568
TDD: 454-1100

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Resource Development

Joseph G. Calabrese
President & CPO

May 28, 1996

Thomas Fortunato
42 Maynard St
Rochester NY 14615

Dear Thomas:

The excitement of the Olympic Torch Relay is spreading across the country, and in a few short weeks, it will be here in Rochester.

From its start in Los Angeles on April 27 to its current sweep through the Midwest, the reports about the Torch Relay have been nothing short of fantastic. Crowds have been gathering all along the torch route to get a glimpse of torchbearers and the Olympic Flame. Our local greeting of the flame will also be special.

Dinner for Torchbearers and Volunteers Tuesday, June 11 at Holidome

Please mark your calendar for Tuesday, June 11 at 5:30 p.m. That's when we hope you'll attend a special dinner for Torchbearers, escort runners and volunteers involved with the Olympic Torch Relay through Greater Rochester.

The dinner is a special one: spaghetti! Athletes who run long distances 'bulk-up' on carbohydrates the night before a run to pack their systems with energy. This special 'carbo load' dinner is made available through our host, the Holiday Inn Holidome on Jefferson Road, and through United Way of Greater Rochester and Rochester Coca Cola Bottling.

Please RSVP by June 3rd. Just call 454-2770, ext. 131

As Torchbearer, please accept our invitation to be our guest at the event. As a Torchbearer, you are entitled to bring one additional guest at no cost, (two guests if you are under 18 years of age). You may invite other friends or relatives to attend; cost for additional dinners are \$10 per person. Please call Gail Strayer to make reservations at 454-2770 ext. 131.

More information available when you call

Once you call about your dinner reservation, we'll give you more information about the location of the Holidome, when the reception starts and when the dinner portion of the evening begins. Please call today to reserve your place. Feel free to call after normal business hours and leave a message on voice mail.

We're all looking forward to a great event. Thank you!

Sincerely,

Neal Haddad
Vice President for Communications



CARE OF THE OLYMPIC TORCH

The Olympic Torch -- a work of art crafted from gold, aluminum, and Georgia pecan -- should be treated with the care it deserves. The exterior of the torch should not be cleaned with abrasive soaps or ammonia-based cleansers, but rather with a soft cloth (flannel or similar material) dampened in warm water. Extreme care should be taken when handling the torch due to the potential for breakage. Should your torch be dropped or bent, damage to the internal latch mechanism is likely to occur. If you have the misfortune of breaking or otherwise damaging your torch, please forward a brief written description of the problem to the address shown below. Once your situation has been reviewed, you will be contacted with instructions on how to proceed with the repair of your torch.

H & H Machined Products, Inc.
2540 Manchester Road
Erie, PA 16506

Note: As a safeguard against loss due to theft, you may wish to refer to your home insurance policy to determine whether your torch is covered.

* During the Olympic Torch Relay, commemorative photographs of many participants were taken by Lifetouch. If you are interested in determining whether photographs were taken of your Torch Relay experience and arranging for their purchase, please call 612-832-4325. They will be happy to assist you.

TORCH BEARER

Newsletter



Welcome to the 1996 Olympic Torch Relay

Congratulations on being selected as a 1996 Olympic Torch Relay Torchbearer! This is a very special honor and we are proud that you will be representing the Olympic spirit. The following weeks leading up to your run will be filled with anticipation and excitement, as well as a little confusion. We hope this and future issues of the Torchbearer Newsletter will answer your questions and prepare you for the experience of a lifetime!

What's An Escort Runner?

Every torchbearer is assigned an official escort runner to accompany them on their run. The escort runner is there to provide moral support and shares the responsibility of keeping the torch moving. You will meet your escort runner when you arrive at your collection point location. This is an excellent chance to get to know your "teammate" while you learn about your role in the Relay. Be prepared to meet a lot of new and interesting people as escort runners have been selected from more than 80 different countries. This is an excellent opportunity to share in the true Olympic spirit of global cooperation through peaceful competition.

Countdown to the Relay

April 27 marks the kick-off of the 1996 Olympic Torch Relay, presented by Coca-Cola. As you are aware, the Olympic flame was officially lit on March 30 in Olympia, Greece. The flame will be flown from Athens, Greece to Los Angeles, then transported via helicopter to the Los Angeles Coliseum where it will begin its 84 day, 15,000 mile, 42 state journey to Atlanta. To celebrate this event, excited spectators and officials will welcome the flame to the United States with a ceremony at the Coliseum. The ceremony will conclude with a torchbearer lighting the first torch and starting the flame's journey to Atlanta. This is the same flame which will be brought thousands of miles to your hometown for you to share with your community and the world!

Shuttle Service

Approximately two weeks before the date upon which you will participate in the Relay, you will receive the exact location of your run and the time and location for your shuttle collection point. The shuttle collection point is the location where you will be picked up for transport to your exact running location along the route. Only torchbearers and escort runners are permitted to ride on the shuttles. Since you will know your exact running location ahead of time, your family and friends will be able to plan ahead and wait at your running location. This is the best possible way for them to get a good view of you during your special moment. It is very important that you arrive at your assigned collection point location on time. Before you board the shuttle, your shuttle host will demonstrate everything you need to know about properly carrying and lighting the torch. They can also answer any last minute questions you may have. These shuttles not only have bathrooms and air conditioning, they are also stocked with all the POWERaDE you can drink!

Rain or Shine... the relay rolls on!

Yes, even in the case of inclement weather the relay will proceed. You will be provided with rain gear to keep you dry and comfortable during your run. In the event of extreme conditions, you will be notified by phone of any schedule changes.

A few "pre-relay" reminders...

- ❖ Remember, except for running shoes, apparel of any kind with logos or brand names **must be removed** before your run. No hats please.
- ❖ To prevent any fire hazards, long hair must be tied back and the use of hair spray is prohibited.
- ❖ Encourage family and friends to welcome the relay into their towns by making it a community event!
- ❖ But most of all...enjoy your once in a lifetime experience!

TORCH BEARER

Newsletter



*Welcome to another issue of
The Torchbearer Newsletter!*

SAFETY, HEALTH AND SECURITY

To help insure that your segment of the 1996 Torch Relay is enjoyable and safe, we ask that you adhere to the following guidelines:

- ① Always stay in the center of the traffic lane or road way, never close to oncoming or passing traffic.
- ② Never venture too close to the crowds, no matter how friendly they seem. They could inadvertently cause you to trip or fall.
- ③ Never accept anything from spectators, including water, flowers or other gifts.
- ④ Should you feel ill or feel you may need help to complete your segment of the Relay, simply raise your free hand. A security runner will join you and offer assistance.

TORCHES

Carrying the Olympic Flame on the beautifully designed Olympic Torch is an honor very few people will ever realize. The Olympic Torch Relay represents the passing of the flame – symbolizing spirit, knowledge, and life – from one torch to the next. As a torchbearer, you have the privilege to choose if you would like to purchase the torch you carry. This opportunity is offered only to torchbearers. By owning your own torch, you will be able to share your once in a lifetime experience with family and friends for years to come. Keep your eyes open for future mailings that will give you more details on acquiring your very own torch.

A Few “Morning of” Reminders

- ✓ Eat a light but healthy breakfast.
- ✓ Pull long hair back.
- ✓ Remember your uniform will be white. Be sure to wear light-colored undergarments.
- ✓ Be prepared to spend a few hours with the Relay. There will be a lot of things to participate in before and after your run.

TIME TO CELEBRATE!

Don't go home after your run, come celebrate with other Torchbearers and Escort Runners at the many celebration sites along the route. These sites will be fully equipped with great music, surprise guests and refreshing Coca-Cola. Every event will be uniquely different, so you may want to stop by the many other locations throughout your area. This is also an excellent opportunity to show your Olympic spirit and purchase some colorful and exciting Official Torch Relay souvenirs. The *exact* locations have yet to be determined, but the celebrations will be springing up just about everywhere!

FYI...

It is *very* important that you get back on the shuttle bus after your run. The shuttle will then return you to your original collection point. Please do not leave with family and friends when you have finished running. Returning on the shuttle allows the shuttle hosts time to remove any extra gas left in your torch in order for you to safely store and display it. Also, most media events will occur at this return collection point. This is a excellent opportunity to be interviewed by the local, as well as national, press.

GET INTO SPRING TRAINING!

Spring is an excellent time to get in shape and what better excuse do you have than the Olympic Torch Relay! Your physical condition is very important during the Relay because your concentration needs to be placed on supporting the torch. However, working out doesn't have to be a dreadful chore. The following are some key pointers on making Spring Training fun and exciting:

- ☛ *Train with a friend. Friends motivate each other and make working out more enjoyable.*
- ☛ *Start early. It's easier to meet physical goals if you aren't under time constraints.*
- ☛ *Use music as motivation. Running to your favorite tunes always lifts your spirits!*
- ☛ *Don't feel pressure to train every day. Start small and work up. Every other day should be sufficient.*
- ☛ *Do exercises you enjoy.*

TORCH BEARER

Newsletter



THE OLYMPIC TORCH RELAY AND COMMUNITY S-P-I-R-I-T!!!!

Television can simply not translate all the passion and excitement that is being experienced between communities and the 1996 Olympic Torch Relay. So far, the Torch Relay has been welcomed into dozens of hometowns in a variety of spirited ways. High school bands have gallantly played for the crowds as they welcome the Flame, local businesses have painted their windows, and church organizations and schools have rallied behind their proud Torchbearer representatives. Yuma, Arizona, for example, welcomed the Flame with a community event that involved everything from ethnic dance performances and face painting to bake sales and food drives. The Torch Relay is looking forward to visiting your community and experiencing the pride that it's citizens hold.

UNIFORMS

Your uniform is a very important element of the 1996 Olympic Torch Relay experience. The following are a few pointers which will help answer all of your uniform concerns.

1. In the rare event that you do not receive your uniform by the day of your run, don't worry. Uniforms of all sizes will be available at your collection point location.

2. If you ordered the wrong size uniform, do not wash or wear it. Simply bring it to the collection point location and you will be able to trade it in for the proper size.

3. The smallest size available is a Medium and the largest is an X-Large. If needed, it is permitted to make alterations to the uniform, however, all amendments must be made in white and not change the overall appearance of the uniform.

4. Remember, no brand names or logos are permitted on any apparel. This includes school names and mascots.

All Aboard the Torch Relay Express

Did you ever wonder how the Flame makes it's way across the beautiful rural areas of our country? This is made possible by the Official 1996 Olympic Torch Relay train. This breath-taking, custom-painted, 19-car train will transport the Flame over 3,000 miles of the journey to Atlanta. Going by rail across rural America enables the Olympic Flame and the Spirit it embodies to touch as many people as possible. Thousands have witnessed these amazing train with it's unique "cauldron car" especially for the Flame, by attending the many train celebrations. Salt Lake City, Cheyenne, Greeley-CO, Denver, Oklahoma City and Dallas, were just a few of the cities which hosted celebration events at their stations. Next stop—CHICAGO!!!

FAQ Frequently Asked Questions

Many of you have taken advantage of the Torchbearer Hotline with some very pertinent questions. To save you some time, here are some answers to the most frequently asked questions:

1. Your running location and collection point time will be communicated to you either by phone or by letter. This may occur as late as one week prior to your run.
2. Torches can be purchased the day of your run by presenting a cashier's check at your collection point location. They can also be purchased at a later date. This is discouraged, however, because doing so does not guarantee your torch will still be available.
3. Hats are permitted only if they are white and contain no brand names or logos.
4. If you did not receive a flag, or received an incomplete package without a flag or pole, one will be provided for you at the collection point location.
5. Because of the magnitude of logistics and enormous demand for Torchbearer and Escort Runners positions, it is almost impossible to reassign running locations and times to participants. Please remember this when requesting to trade your once-in-a-lifetime running segment for another.

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* If you have any further questions, feel free to call the Torchbearer Hotline at 1-800-757-COKE!

TORCH BEARER

Newsletter



Welcome to another issue of The Torch Relay Newsletter!

In this issue we would like to salute the hundreds of Torchbearers and Escort Runners that have made the Torch Relay such a success so far. Thank you for sharing your Olympic Spirit with America!

HISTORY OF THE RELAY

The Olympic flame is a symbol reminiscent of the ancient Olympics in which a sacred flame burned at the altar of Zeus throughout the Olympics. A herald delivered the flame on a torch announcing the beginning of the Games. Warring territories would put aside their differences and cease fighting in order to participate in this peaceful competition. In 1936 Carl Diem, chairman of the Berlin Organizing Committee, proposed the idea of reenacting this expression of camaraderie by lighting the flame in ancient Greece and transporting it to Berlin via torch relay. This has been done and repeated ever since. The Olympic Cauldron at the Olympic Stadium has since been lit in a number of dramatic ways by an array of remarkable athletes. Antonio Rebollo had one of the most memorable lightings when he lit the cauldron by bow and arrow at the 1992 Opening Ceremonies in Barcelona. Another exciting Torch Relay conclusion occurred at the 1956 Winter Torch ceremony when Guido Caroli, a speed skater, tripped over some microphone wires and fell. He later proclaimed, and correctly, that he did not let the torch go out. We can only wait and see what excitement and memories will be made when the flame finally arrives at the Opening Ceremonies in Atlanta on July 19.

PURCHASING YOUR TORCH AFTER YOUR RUN

If you were a torchbearer and have decided to purchase your torch after your participation in the Relay, you must submit a letter explaining your request and containing the following information: Name, Address, Phone, Running Date and Torchbearer Number.

Fax your request to The Atlanta Committee for the Olympic Games (ACOG) at 404-548-2112 to the attention of Susan Silhavy. It is not possible for you to receive the exact torch you ran with. You must submit your request no later than the end of the Relay. After your request has been received, you will be contacted by an ACOG official who will give you further information on receiving your torch.

TEST YOUR OLYMPIC KNOWLEDGE

- What do the five rings stand for in the Olympic symbol?
- What do the colors in the Olympic rings symbolize?
- How old was the oldest Olympic Competitor?
- Who is the longest running Olympic Sponsor?
- What is the Olympic Motto?
- What event has the United States won over three times as many medals in than any other country?

WHAT TO DO IF...

- ◆ *Your torch dissembled after you have brought it home.*
To have your torch repaired contact Mr. Kazowski at American Meter at 814-451-8326.
- ◆ *You did not receive a Torch Relay flag or commemorative Coca-Cola bottle.*
Although supplies are extremely limited, we will try to accommodate all participants with these momentos. Please call the Torch Relay Hotline at 1-800-757-COKE with your requests.
- ◆ *You receive two different running locations and check-in points.*
This could have happened for a number of reasons. Do not panic. Simply explain your situation to the Torch Relay Hotline. Someone will be calling you back with the correct information as it gets closer to your running date.



ANSWERS
A. The five participating continents: Europe, Asia, America, Africa, and Australia
B. At least one of the colors can be found in the flag of every nation
C. Age 72. Oscar Swahn of Sweden in 1920
D. For 68 years Coca-Cola has been an Olympic sponsor
E. "Citius, altius, fortius" a Latin phrase meaning "swifter, higher, stronger"
F. Swimming: #1 United States with 381 medals, #2 Australia with 111 medals

Dear 1996 Olympic Torchbearer:

On behalf of the Atlanta Committee for the Olympic Games and the Coca-Cola Company, we would like to thank you for your participation in the 1996 Olympic Torch Relay. It was a great success and the largest peace time event in history.

You played a significant role in sharing the Olympic Spirit with America and contributing to the spectacular caldron lighting at the Opening ceremony. You must have felt great pride each time you saw the majestic burning caldron during the games.

In appreciation of your efforts to move the Flame across this great country, we are enclosing an official torchbearer certificate for you to personalize in the name you prefer to be referred to. Along with the certificate is a Torchbearer pin for you to have as a keepsake of this once in a lifetime experience.

We wish you much success in the future and again, thank you for your assistance.



1996 Olympic Torch Relay

Presented by *Coca-Cola*

September 30, 1996

Dear Thomas Fortunato:

One of the most rewarding things in life is to be a part of something so significant that we can literally touch people's lives. As one of the honored torchbearers of the sacred Olympic Flame, you made Olympic history and shared the Olympic Spirit with millions of people in your role as a torchbearer in The 1996 Olympic Torch Relay presented by Coca-Cola.

The Olympic Flame has symbolized the unity and sharing of knowledge dating back to ancient traditions in Greece, when a sacred truce was called so athletes could peacefully compete at the Olympic Games. Runners -- called "heralds of peace" -- traveled through Greece proclaiming the beginning of the truce and issuing the clarion call to the Games. This ancient custom was revived in 1936, adding the symbolism of a torch lit by a flame in Olympia, Greece.

When the cauldron was lit at the Opening Ceremonies of the Centennial Olympic Games, you were one of a select few to have had a personal connection with The Olympic Flame's Journey from Greece to Atlanta. The Atlanta Committee for the Olympic Games and Coca-Cola, presenter of the 1996 Olympic Torch Relay and an Olympic sponsor since 1928, appreciate and applaud your taking on this exciting responsibility.

We are pleased to have shared in this once in a lifetime experience with you.

Sincerely,

William Porter Payne
President and Chief Executive Officer
Atlanta Committee for the Olympic Games

M. Douglas Ivester
President and Chief Operating Officer
The Coca-Cola Company



The 1996 Olympic Torch Relay

Presented by
Coca-Cola



Atlanta 1996