



*Hurry, last chance
photography orders
must be received by
Saturday, August 10!*

Summer 1996

Dear Torchbearer or Escort Runner,

Congratulations on your selection to carry the Olympic Flame!

As the Olympic Flame is lit high over the Olympic Stadium and the Centennial Olympic Games begin in Atlanta, the Lifetouch Photo Imaging Center once again invites you to savor the memory of your participation in the 1996 Olympic Torch Relay, presented by Coca-Cola, through professional souvenir photography of your personal contribution.

Your selection as an Olympic Torchbearer or Escort Runner in this, the largest Olympic Torch Relay ever, is a great achievement! The lighting of the Olympic Flame is a awe-inspiring event, and *you* were a part of it.

To help you remember this moment, Lifetouch traveled the entire 15,000-mile route to capture professional photographic images of you as no one else possibly could: right from the Olympic Torch Relay Caravan's media truck — the vehicle that was always the closest to and immediately in front of each Torchbearer. We captured consistently outstanding images of Relay participants and invite you to "Share the Spirit" of your participation with your family and friends by offering you a catalog of personalized photographic products to select from in documenting your part in this historic event.

If you have previously ordered, feel free to reorder additional copies to share.

If you thought you missed the earlier order deadline, the Lifetouch Photo Imaging Center will now accept your order for professional Torch Relay photographic products through Saturday, August 10, 1996. Please mail or fax your order as indicated on the order form.

Don't let this *last chance* offer pass you by. Remember your once-in-a-lifetime Olympic moment with a professional photograph from Lifetouch. The enclosed brochure shows you how to order *now!*

Congratulations again on your participation!

Lifetouch Photo Imaging Center



To purchase your torch, mail in the attached form with a check—in your name or the name of an immediate family member—for \$275. You may also charge your purchase on VISA, the Official Payment Service of the Olympic Games.

____ YES, I would like to purchase the torch I will carry during the 1996 Olympic Torch Relay. I have enclosed payment for \$275.00 (tax included).

____ NO, I will not purchase the torch I will carry during the 1996 Olympic Torch Relay.

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

Running Section if different from home address: _____

Method of Payment: _____

____ Personal check _____ Money order

____ Certified check

____ VISA

Card Number: _____

Expiration date: _____

Authorized signature: _____

Make check payable to: _____

The Atlanta Committee for the Olympic Games

Do not send cash.

Personal check, money order, certified check should be mailed to:

ACOG Torches

P.O. Box 277779

Atlanta, GA 30331-7779

Forms indicating payment by VISA should be mailed to:

ACOG

Attn.: David Byrd

P.O. Box 56606

Atlanta, GA 30343



Take Your OLYMPIC TORCH

into History



THE ATLANTA COMMITTEE
FOR THE OLYMPIC GAMES

Atlanta 1996



CONGRATULATIONS...

As a participant in the 1996 Olympic Torch Relay, you will be one of 10,000 torchbearers who, beginning April 27, will carry the Olympic flame on its 15,000-mile journey across the United States. The Olympic Torch Relay is literally the passing of the flame—symbolizing spirit, knowledge and life—from one torch to the next.

A CHANCE TO OWN YOUR OLYMPIC TORCH

As a torchbearer, you may purchase the torch you carry—an opportunity available to torchbearers only. By owning your torch, you will make an unprecedented addition to your personal collection of Torch Relay memorabilia—a collection that includes your torchbearer uniform, the letter stating you are a torchbearer and photographs of yourself carrying the torch. Your torch is also a memento of the Olympic Games that will become more treasured and valuable over time.

The 1996 Olympic Games torch is an item of exceptional grace and beauty. Its classic design inspired by the ancient Greek torches, the torch also conveys love and admiration for the Games and a tribute to the sons and daughters of Greece.

The torch carries strong symbolism, as well. The band of 22 aluminum "reeds" represents each Olympic Games. The center handle, made of Georgia pecan wood, has two gold bands, one with the names of each Olympic Games host city and the other with the logo of the 1996 Centennial Olympic Games and the Quilt of Leaves motif.

"You will be purchasing a memento of the Olympic Games that will become more valuable over time."

DISTINCTIVE FEATURES OF THE TORCH:

- 32 inches high (tallest torch for a Summer Olympic Games).
- 2.25 inches in diameter, 3.5 inches in diameter at the top.
- 3 1/2 lb. in weight.



22 aluminum "reeds" representing the 22 Olympic Games.

Top gold-plated brass band with Torch logo.

Hardwood center, made of Georgia pecan, serves as handle.

Bottom gold-plated brass band where 22 host city names are etched.

DON'T MISS THIS OPPORTUNITY TO PURCHASE YOUR TORCH!

Here is what you need to know:

- Torches must be purchased at least two weeks prior to your participation in the 1996 Olympic Torch Relay.
- Payment for the torch must come from the torchbearer or an immediate family member, not a third party. If a third party offers to purchase the torch for the torchbearer, the funds should be given to the torchbearer, who submits the payment.
- Torchbearers will receive their torch at the torchbearer check-in point at the beginning of their relay.
- Torches are available for purchase by torchbearers only.

Choose From
Our Exclusive Collection
Of Authorized Designs
And Products!



Choose from our exclusive collection of authorized designs and products featuring you! Whether you choose the

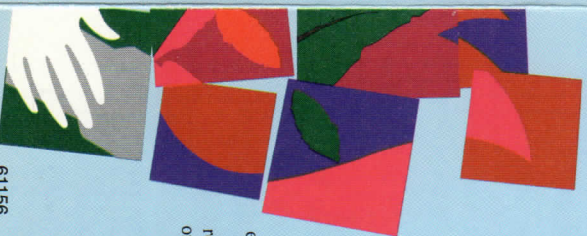
premium custom-engraved Photo Plaque, personalized mugs or a set of custom trader cards, you'll be guaranteed to treasure your moment on the 1996 Olympic Torch Relay forever!



The 1996
Olympic
Torch Relay
Presented by Coca-Cola

THE APPROACHING
OLYMPIC FLAME
EVOKES A POWERFUL
SENSE OF AWE
AND RESPECT.

Trust your special
once-in-a-lifetime relay
moment to Lifetouch!



Please note: Coca-Cola and Lifetouch will do everything in their power to capture quality images of each and every Torchbearer and Escort Runner. We regret that there may be situations occasionally out of our control that will prohibit our ability to successfully complete this goal. There is no risk to you if your photograph is unacceptable for any reason.

Lifetouch
Photo
Imaging
Center
MINNEAPOLIS, MN

61156

The 1996
Olympic
Torch Relay
Presented by Coca-Cola

PERSONALIZED
PHOTOGRAPHIC
TORCHBEARER
PRODUCTS

BY
Lifetouch



Available only to The 1996
Olympic Torch Relay participants!



Lifetouch
Photo
Imaging
Center
MINNEAPOLIS, MN

The 1996 Olympic Torch Relay Personalized Photo Products.

From Coca-Cola And Lifetouch — Two Names You Have Always Trusted!

Remember The Special Moment With A Personalized Photo Plaque.



This 12"x14" wood plaque includes your 5"x7" relay photo. Handsomely engraved with your name and the city you ran through. Complete with official logos and route map.

Trader Card Acrylic Paperweight.



A great way to encase your souvenir Trader Cards forever. Makes a thoughtful gift for your many Relay supporters! Comes with three additional Trader Cards.

"Share The Spirit" Commemorative Photo.



Complete with your name under photo. Comes with acrylic display frame. You'll be proud to display this!

Trader Card Plaque.

This 5"x7" wood plaque holds your personalized trader card and is an engraved memento of your achievement. Three additional cards are included.



Your 5x7 Photograph Is Perfect For Sharing.



Your personalized 5x7 photograph accented with the bright art work of the 1996 Olympic Torch Relay. Comes in sets of two. Includes gift folder.

Cheers To You With Your Personalized Photo Mug.



One side features the route map and official logos. The other, your personalized photo. High-quality acrylic, 16 oz. capacity with a permanent seal.

These 8x10 Enhanced Photos Are A Must.



Display one at home and one at the office. This beautiful 8x10 photo is a great way to remember your 1996 Olympic Torch Relay experience.

Pass Around The Fun With Trader Cards.

One side shows your personalized photo, the other is packed with statistics about the 1996 Torch Relay. A great addition to any collection. Available in sets of four or eight 2 1/2" X 3 1/2" cards.



Premier, Custom-Engraved Photo-Plaque With Mounting Hardware For Your Torch.

Here it is. The *crème de la crème* of our 1996 Torch Relay merchandise. This stunning 14 1/2" x 31" wood plaque is specially designed to house your 1996 Olympic Torch. Your plaque will be personalized with an engraved brass plate including your name, city you ran through and date. Official logos and route map grace the brass plate under your 8x10 photo. This is truly a "must-have" Olympic Torch Relay product. (Torch not included.)



Share The News With Photo Postcards.

Let everyone know about your triumph. Your 3 1/2" x 5" personalized photo is backed by exciting Relay graphics with room for mailing information. Sets of four.



SHIP TO:

THOMAS FORTUNATO
42 MAYNARD ST.
ROCHESTER, NY 14615-2022
47042 7168565757

7168565757 02984

7168565757 Torchbearer or Escort Runner

PRODUCT SELECTIONS	QTY.	FIRST UNIT	EACH ADDL. UNIT	TOTAL
Olympic Torch Photo Mug		\$14.95	\$10.00	
Personalized Trader Cards (set of 4)		\$16.95	\$8.00	
Personalized Post Cards (set of 4)		\$16.95	\$8.00	
5x7 Digitally Enhanced Photographs w/Folders (set of 2)		\$21.95	\$14.00	
8x10 Digitally Enhanced Photograph w/Folder		\$21.95	\$14.00	
Trader Card Acrylic Paperweight w/3 additional Trader Cards		\$24.95	\$16.00	
8x10 Olympic Torch Magazine Cover and Acrylic Frame		\$24.95	\$16.00	
Personalized Trader Cards (set of 8)		\$24.95	\$16.00	
Personalized Post Cards (set of 8)		\$24.95	\$16.00	
5x7 Trader Card Plaque w/3 Additional Trader Cards		\$29.95	—	
Additional Trader Card Plaques (for your other trader cards)		\$14.95	—	
Standard Torch Commemorative Plaque and Photo		\$74.95	—	
Premier Torch Commemorative Plaque and Photo		\$134.95	—	

*Does not include the Torch

PRODUCT PACKAGES*

See other side for package contents and details	QTY.	PRICE EACH	TOTAL
Package One (Save \$19.80)		\$146.95	
Package Two (Save \$15.80)		\$95.95	
Package Three (Save \$8.80)		\$67.95	

SHIPPING AND HANDLING

Over \$200.00 total order	FREE
\$100.00 to \$199.99 total order	\$7.95
\$30.00 to \$99.99 total order	\$5.95
Under \$30.00	\$4.95

TOTAL PURCHASE CALCULATION

Total Amount of Order	
Plus Shipping and Handling (see above)	
Sales Tax (please use local tax rate) x %	
Total Enclosed	

PAYMENT METHOD

- ☐ Check or money order (payable to Lifetouch Olympic Products)
☐ Visa ☐ Other _____

Name as it appears on card:

Credit card # _____
Exp. Date: _____

Product selections are personalized with your name, and some with the city you ran through. Please print your name and city CLEARLY HERE:

Name (First, Last)

City

If you have record of your assigned Torchbearer number, please write it here: _____

HOW TO ORDER:

MAIL

Please use the enclosed postage-paid envelope or mail order form and payment to:

Lifetouch Development Inc.
ATTN: The 1996 Olympic Torch Relay Product Offerings
5160 W. 76th Street, Minneapolis, MN 55439

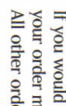
FAX

Fax the attached order form to Lifetouch Development, Inc. at: (612) 832-4459



PHONE

To call in your order or for more information: (612) 832-4325



If you would like your merchandise before Christmas, your order must be received by November 15, 1996. All other orders must be received by December 31, 1996.

ALLOW APPROXIMATELY FOUR WEEKS FOR DELIVERY!

3" x 5" — HOLIDAY CARD INSERTS

	QTY.	PRICE	TOTAL
Personalized Holiday Card Inserts — 3" x 5"	12	\$21.00	
Personalized Holiday Card Inserts — 3" x 5"	24	\$33.00	
Personalized Holiday Card Inserts — 3" x 5"	36	\$45.00	
Personalized Holiday Card Inserts — 3" x 5"	48	\$57.00	
Personalized Holiday Card Inserts — 3" x 5"	60	\$69.00	
For quantities greater than 60, please add \$12 for each additional set of 12.			

2" x 3 1/2" — HOLIDAY CARD INSERTS

	QTY.	PRICE	TOTAL
Personalized Holiday Card Inserts — 2" x 3 1/2"	24	\$21.00	
Personalized Holiday Card Inserts — 2" x 3 1/2"	48	\$33.00	
Personalized Holiday Card Inserts — 2" x 3 1/2"	72	\$45.00	
Personalized Holiday Card Inserts — 2" x 3 1/2"	96	\$57.00	
Personalized Holiday Card Inserts — 2" x 3 1/2"	120	\$69.00	
For quantities greater than 120, please add \$12 for each additional set of 24.			

HOLIDAY PHOTO GREETING CARDS

	QTY.	PRICE	TOTAL
Personalized Photo Greeting Cards — 3 1/2" x 7"	12	\$24.00	
Personalized Photo Greeting Cards — 3 1/2" x 7"	24	\$36.00	
Personalized Photo Greeting Cards — 3 1/2" x 7"	36	\$48.00	
Personalized Photo Greeting Cards — 3 1/2" x 7"	48	\$60.00	
Personalized Photo Greeting Cards — 3 1/2" x 7"	60	\$72.00	
For quantities greater than 60, please add \$12 for each additional set of 12.			

Specify one design for your card order: (See product photo for design)
☐ Pass The Torch Of Holiday Cheer! ☐ Season's Greetings!

(Order form continued on other side.)

Don't miss this last chance to commemorate your moment of glory! Place your order today!

If you would like your merchandise before Christmas, your order must be received by *November 15, 1996*. All other orders must be received by December 31, 1996.

Allow approximately four weeks for delivery.

To order:

Call (612) 832-4325

FAX (612) 832-4459

Mail:

Lifetouch Development Inc.
ATTN: The 1996 Olympic Torch Relay Product Offerings
5160 W. 76th Street, Minneapolis, MN 55439

Questions: (612) 832-4325

The 1996 Olympic Torch Relay

Presented by **Coca-Cola®**

THE APPROACHING
OLYMPIC FLAME
EVOKED A POWERFUL
SENSE OF AWE
AND RESPECT.



Please note: Coca-Cola and Lifetouch will do everything in their power to capture quality images of each and every Torchbearer and Escort Runner. We regret that there may be situations occasionally out of our control that will prohibit our ability to successfully complete this goal. There is no risk to you if your photograph is unacceptable for any reason.



MINNEAPOLIS, MN

70583-1

The 1996 Olympic Torch Relay
Presented by **Coca-Cola®**

PERSONALIZED,
HOLIDAY
PHOTOGRAPHIC
TORCHBEARER
PRODUCTS

BY **Lifetouch**



NEW!
Greeting Cards
and Holiday
Card Inserts!

Available only to the 1996
Olympic Torch Relay
participants!



Last Chance To Commemorate The Moment!

With 1996 Olympic Torch Relay
Personalized Photo Products.

One-Of-A-Kind
Holiday Greeting
Cards And
Card Inserts!

NEW!

Personalized Photo Greeting Cards.

Our Photo Greeting Cards make it easy to share your Olympic Torch Relay experience with friends and family. Features your digitally enhanced Torch Relay photo and official Torch Relay graphics! Choose from two greeting designs. Card dimensions are 3 1/2" x 7". Envelopes included. (Order in sets of 12).



Holiday Card Inserts Available In Two Sizes!

Insert these unique photos in your own holiday cards! They're available in two convenient sizes: 3 1/2" x 5" (order in sets of 12) and 2 1/2" x 3 1/2" (order in sets of 24).



Display Your Trader Card With Pride.

This 5"x7" wood plaque holds your personalized trader card and is an engraved memento of your achievement. Three additional cards are included.



NEW!

Carry The Glory of 1996 Into 1997 With Our Photo Calendar!

Celebrate the Olympic spirit throughout the coming year! This handsome marble-look wood plaque can stand freely on your desk or be hung on a wall. It features a 1997 calendar on the right, and your personalized 5"x7" photo on the left.



Cheers To You With Your Personalized Photo Stein.

One side features the route map and official logos. The other side features your personalized photo. High-quality acrylic, 16 oz. capacity with a permanent seal.



Image cropping may vary from product to product.

5"x7" and 8"x10" Larger Sized Photos!

Your personalized 5"x7" or 8"x10" photograph is accented with the bright art work of the 1996 Olympic Torch Relay. Includes folder. 5"x7" photos ordered in sets of two. 8"x10" photos ordered individually.



Remember The Moment With Our Standard Commemorative Photo Plaque!

This 11"x14" wood plaque includes your 5"x7" relay photo. Handsomely engraved with your name and the city you ran through. Complete with official logos and route map.

Give Yourself The Ultimate Gift — The Premier Plaque!

Here it is. The *crème de la crème* of our 1996 Torch Relay merchandise. This stunning 14 1/2" x 31" wood plaque is specially designed to house your 1996 Olympic Torch. Your plaque will be personalized with an engraved brass plate including your name, the city you ran through and date. Official logos and route map grace the brass plate under your 8x10 photo. This is truly a "must-have!" (Torch not included.) Torch mounting hardware included.





KEEP THE

OLYMPIC FLAME

BURNING

**WITH THIS SPECIAL
COMMEMORATION**

OF

THE 1996

OLYMPIC TORCH

RELAY



Celebrate



**THE MOMENT
IN HISTORY**

THE

1996 OLYMPIC

TORCH RELAY

COMMEMORATIVE

BOOK





☒ **Yes!**

I would like to order the
1996 Olympic Torch
Relay Commemorative Book.

NAME _____
ADDRESS _____

CITY _____

STATE/ZIP _____

QTY _____ AMNT **\$3995** TOTAL _____

THIS IS A LIMITED EDITION
COMMEMORATIVE BOOK - NOT
AVAILABLE IN STORES

MORE THAN 250 COLOR
PHOTOGRAPHS CAPTURE THE
EXCITEMENT OF THIS UNIQUE
84-DAY EVENT

A SPECIAL SECTION LISTS
ALL TORCHBEARERS AND
ESCORT RUNNERS

EACH BOOK IS ONLY \$39.95
PLUS TAX

ORDER YOUR COPIES BY
NOVEMBER 25 FOR
HOLIDAY DELIVERY!

PLEASE FILL OUT THE ATTACHED
ORDER FORM AND MAIL TO:
TORCH RELAY BOOK OFFER
P.O. BOX 51412
KNOXVILLE, TN 37950

OR CALL: 1-800-805-3670



Please Send additional books
to my friends at:

NAME _____

ADDRESS _____

CITY _____

STATE/ZIP _____

QTY _____ AMNT **\$3995** TOTAL _____

NAME _____

ADDRESS _____

CITY _____

STATE/ZIP _____

QTY _____ AMNT **\$3995** TOTAL _____

ADD \$4.50 SHIPPING/HANDLING PER BOOK _____

ADD STATE/LOCAL SALES TAX _____ %

GRAND TOTAL \$ _____

PAYMENT (CHECK ONE) ☐ Visa preferred

☐ Other Credit Card _____ TYPE _____

Card No. _____

Exp. date _____ ☐ Check ☐ Money Order