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STORY HEADLINE: INTERNATIONAL OLYMPIC COMMITTEE CELEBRATES ROLE MODELS AND ADVOCATES OF GENDER EQUALITY IN IOC 2018 WOMEN AND SPORT AWARDS CEREMONY AT THE OLYMPISM IN ACTION FORUM IN BUENOS AIRES

DATE: 6 October, 2018
LOCATION: Buenos Aires, Argentina
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Broadcast quality footage available at the IOC Newsroom: http://iocnewsroom.com

STORY SCRIPT:

The International Olympic Committee (IOC) has celebrated and honoured role models and advocates of gender equality in its Women and Sport Awards at the Olympism In Action Forum in Buenos Aires.

The Ceremony took place ahead of the Youth Olympic Games, which will see the first sport programme with complete gender equality, a 50-50 balance, with the same number of girls and boys competing in the same number of sports and events.

Introduced in 2000, the IOC Women and Sport Awards are given to women, men or organisations who have made remarkable contributions to the development, encouragement and reinforcement of women through sport. One World Trophy and five Continental Trophies are awarded every year.

Turkish Eczacibasi Sports Club is awarded the World Trophy for being sporting pioneers in their country. It was founded in 1966, at a time when the idea of women participating in a male-dominated world was not readily embraced by Turkish society. Yet Eczacibasi Sports Club has since achieved near gender equality in its administration and grown women’s volleyball to have thousands of members and millions of followers, winning a record 28 national championships, World and European titles and investing in the female players of tomorrow.

The five continental winners are Africa: Ms Rachel Muthoga (Kenya), Americas: Ms Chandra Crawford (Canada), Asia: Ms Samar Nassar (Jordan), Europe: Ms Daina Gudzineviciute (Lithuania) and Oceania: Ms Lauren Jackson (Australia).

A former human rights lawyer, Muthoga is the Executive Director of Moving the Goalposts Kilifi, a Kenyan NGO committed to inspiring and building confidence and self-esteem in some 6,000 vulnerable girls and young women through football.
Former cross-country skier, Olympic champion Crawford founded the not-for-profit organisation Fast and Female dedicated to changing the culture around girls in sport. With adolescent girls six times more likely than boys to drop out of sport, Fast and Female’s vision is all about positive female empowerment, keeping girls active throughout their teens, and nurturing a desire to pursue a healthy, athletic lifestyle as adults.

Tricia Smith, president of the Canadian Olympic Committee (COC), picked up the award for Americas on behalf of Crawford.

A two-time Olympic swimmer, Nassar decided to remain involved in sport after retiring from her competitive career. Becoming a board member of the Jordan National Olympic Committee (JOC) for four years, she has since been pioneering various socially positive programmes including establishing football programmes for Syrian refugee girls at the Zaatari camp in Jordan, and was CEO for the FIFA U-17 Women’s World Cup when it was played in the country in 2016.

An Olympic shooting champion, Gudzineviciute currently serves as the President of the Lithuanian NOC and is a member of the Executive Committee of the European Olympic Committees. Since becoming a national hero in Lithuania when she claimed gold in the first-ever women’s trap shooting competition at the Olympic Games Sydney 2000, she has used her leadership role within the NOC to encourage girls and women through various means to participate more in sports and physical activities.

Recognised for being a great women’s basketball pioneer in Australia, Lauren Jackson is passionate about raising awareness on racial and sexual discrimination in sport and in society more generally. As President of the Women’s Union of the Australian Basketball Alliance, she is working with Basketball Australia to assist with athletes’ transition into the community, the workforce and the business world, helping them to get the necessary education, and inspiring many young women to take up administrative and leadership positions.

Helen Brownlee, vice-President of the Australian Olympic Committee (AOC), picked up the award for Oceania on behalf of Jackson.

In addition to the Women and Sport Awards, the winners of the IOC Coaches Lifetime Achievement Award were named at the ceremony in the Argentine capital. Katalin Rozsnyoi (Hungary) was awarded for the significant contribution to Hungary’s success at the Olympic Games and the outstanding number of medals won by her athletes in canoeing. After winning a silver medal at the 1968 Olympic Games, the 14-time national champion became an even more successful coach. Her athletes have won 11 medals at the Olympic Games, 84 medals at world championships and 70 medals at European championships.

Andreas ‘Andi’ Schmid (Austria) received the award for coaching over 10 Olympians who medalled at each five consecutive Olympic Winter Games since 2002 with eight Olympic medals. He helped Great Britain secure 50 per cent of all Skeleton medals in PyeongChang 2018, with Lizzy Yarnold becoming the first skeleton athlete to retain an Olympic title.

Schmid himself won three medals at World Championships and was overall World Cup Champion in 1987 and 1988.

Launched last year, the IOC Coaches Lifetime Achievement Award recognises a female and male coach’s outstanding achievements and contribution to Olympians lives and the
Olympic Movement. They are nominated either by Olympians, National Olympic Committees, International Sports Federations, members of the IOC Athletes’ and Entourage Commissions, or IOC Members.

The IOC also recognised three Non-Governmental Organisations for inspiring you and old through sport.

Skateistan, HelpAge Tanzania and Pro Sport Development were officially recognised after becoming beneficiaries last year of the IOC’s Sport and Active Society Development Grants. Worth USD 25,000 each, these development grants are awarded to grassroots organisations running effective sport for all programmes in different regions across the world.

At the Ceremony, the first six Global Active Cities were revealed. Buenos Aires, Argentina; Hamburg, Germany; Lillehammer, Norway; Liverpool, UK; Ljubljana, Slovenia; and Richmond (British Columbia), Canada, were given the status in a programme backed by the IOC. All six cities have worked hard to offer all their residents the opportunity to choose active and healthy lifestyles and improve their well-being.

The Global Active City programme was founded by Evaleo, a sustainable health association, and TAFISA, The Association For International Sport for All, with the support of the IOC. Each city has embraced a management model that motivates people at risk of inactivity-related illnesses to take up regular physical activity and sport. In order to receive the Global Active City label, they each had to pass an independent audit with a stringent review of their physical activity and sports strategies and working practices.

To find out more about the Global Active City model, visit www.activewellbeing.org or follow @AWBInitiative.

SHOTLIST:

00:04 IOC President Thomas Bach walks on to the stage during the Women and Sport award ceremony

00:11 SOUNDBITE: Thomas Bach, IOC President, (English Language)
“We are promoting gender equality on and off the field of play. These Youth Olympic Games Buenos Aires 2018, we will have the first ever Olympic sports programme with complete gender equality. A 50-50 balance with the same number of girls and boys competing in the same number of sports and events”

Women and Sport World Trophy Winner: Eczacibasi Sports Club

00:47 The coach of the Eczacibasi Sports Club, Faruk Eczacibasi, receives the Women and Sport world award

01:03 SOUNDBITE: Mr. Faruk Eczacibasi, Women and Sport world winner (English Language)
“During this process, during the history many families didn’t want to send their daughters to the clubs because it was mainly moral issue. But we fought over to gain their trust. It took us time and I think that we managed it at the end of the day.”

01:31 Footage of the Eczacibasi Sports Club, winner of the Women and Sport world award during the world championships final
Women and Sport Africa Trophy Winner: Rachel Muthoga (Kenya)

01:52 Rachel Muthoga, Women and Sport Award winner for Africa receiving her trophy.

02:14 SOUNDBITE: Rachel Muthoga, Women and Sport Award winner for Africa (English Language)
“So the biggest highlight for me has been seeing many girls growing coming out of the programme, starting their own businesses and taking only those improvements. I think some of my highlights include seeing girls who have gone on to play at the international level. When the UN had their Global Goals football tournament -that we all know that took place last year - Moving the Goalposts actually played always to the highest level and run the tournament in New York that for me was a big highlight because our girls got to see themselves in the international scene and got to realise that their football is just as good as any other woman who is playing football anywhere in the world. That for me was a really big one and it continues to impact on the quality of our football but also on the spirit of winning that is within the institution”

02:59 Various shots of Rachel Muthoga with children from Moving the Goalposts in Kenya

03:07 Shots of Moving the Goalposts football practice

Women and Sport Asia Trophy Winner: Samar Nassar (Jordan)

03:29 Samar Nassar, winner of the Women and Sport award for Asia comes on the stage to receive the award

03:49 SOUNDBITE: Ms Samar Nassar, Women and Sport award winner for Asia (English Language)
“The highlight of the past year is definitely the positive legacy of the FIFA Under-17 Women’s world cup. We were focused on that tournament on building a platform for empowerment. And I am particularly proud to see that so many women that had worked on the World Cup have moved on in their professional careers toward more senior positions. As well, it is very nice to see that more women and girls are participating in sports and playing football and to see that they are breaking barriers and creating change along the way, changing stereotypes about gender abilities and misconceptions”

04:00 Various shots of Samar Nassar during a meeting

Women and Sport Europe Trophy Winner: Daina Gudzineciviute (Lithuania)

04:30 Gudzineciviute, winner of the Women and Sport award for Europe comes on the stage to receive the award

04:57 SOUNDBITE: Ms Daina Gudzineciviute, Women and Sport award winner for Europe (English Language)
“Maybe we could start with ourselves. There are only two women currently in the IOC executive board. And I hope we can consider this before the next election. And encourage NOCs to nominate and promote female candidates. In 50 European NOCs we have only four women presidents. But in every NOC there are qualified female candidates”
05:22 Close-ups of the Women and Sport award winners on the stage, with IOC president Thomas Bach
05:31 Wide shot of all the award winners of the Women and Sport award ceremony

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