



INTERNATIONAL
OLYMPIC
COMMITTEE

Story Script and Shot log

THE INTERNATIONAL OLYMPIC COMMITTEE (IOC) OFFERS THE FOLLOWING VIDEO NEWS RELEASE TO ALL NEWS AGENCIES, BROADCASTERS AND ALL ONLINE PLATFORMS FREE OF CHARGE

STORY HEADLINE: Guylaine Demers of Canada wins 2020 IOC Women and Sport Award for the Americas.

LOCATION: Quebec, Canada

DATE: 6.3.2020

LANGUAGE: English and French

Broadcast quality footage available at the IOC Newsroom: <http://iocnewsroom.com>

STORY SCRIPT:

Dr Guylaine Demers once played college basketball. But it's in the field of academia she's really left her mark, helping educate a generation of students in the importance of gender equality.

"For me, winning a Women's Trophy from the International Olympic Committee for the Americas was really really big," said Dr Demers. "When you have two seconds you realize that you are one of only five women in the world to receive this trophy."

Dr. Demers has devoted her professional life to exploring the opportunities presented by sport. At Laval University she's taught over 1000 students in her course on gender equality, while internationally she's contributed to more than 300 leadership development sessions for women in Europe, the United States, Africa, the Middle East and Japan.

Her work and achievements have also been widely recognised, including being named one of the most influential women in Canadian sport by the Canadian Association for the Advancement of Women and Sport in 2007, 2010, and 2015.

Guylaine admits winning the 2020 IOC Women and Sport Award for the Americas was a big surprise, "When the President of the Canadian Olympic Committee called me and said 'It's you' I replied 'Are you serious?' Even today, people are still talking about it. I'm shaken by it, the importance of this prize."

Women and Sport Background

Women first competed at the Olympic Games Paris 1900, before they had even been granted the right to vote in most countries around the world. While only 22 women competed at the 1900 Games, female participation has increased steadily since then and the event programme for Tokyo 2020 will see female participation rise to a projected 48.8 per cent, with double the number of mixed events compared to Rio 2016.

The IOC Women and Sport Awards were introduced in the year 2000 to recognise the outstanding achievements and contributions of those who promote gender equality in sport.



Every year, the IOC invites each National Olympic Committee, International Federation and Continental Association to nominate a person or association active in promoting gender equality and the presence of women in their sport or country.

An IOC jury composed of members of the IOC Women in Sport Commission reviews the nominations and chooses six winners per year including the World Trophy Winner and FIVE Continental Trophy winners. This year's winners were selected from amongst 50 strong candidates.

Sport provides a fantastic opportunity for girls and women to break free of barriers and negative stereotypes, giving them the chance to demonstrate what they are truly capable of.

SHOTLIST:

00:02 Shot of 2020 IOC Women in Sport Award.

00:05 Various shots of the neighbourhood in Quebec, Canada.

00:13 Wide shot of Telus Stadium at Laval University.

00:15 Various shots of Guylaine Demers teaching class.

00:26 Close up of student listening to Guylaine Demers teaching class.

00:29 Close up Guylaine Demers teaching class.

00:35 SOUNDBITE: Guylaine Demers, 2020 IOC Women and Sport Awards Americas Trophy (English Language).

"So the IOC Women in Sport award for the Americas is really really huge, so when you realise that only 5 women around the world will get this trophy, one per continent and I've got the one for the Americas which is a huge continent, so I have difficulty putting into words the meaning of this but definitely I see it as the biggest accomplishment for me. This is the biggest prize I've ever won in my life absolutely, and this is because it is global, so not only Canada recognises my efforts and what I'm doing for girls and women in sport, but it has been acknowledged at the international level, and the IOC is the big organisation globally, so it really means a lot to me."

01:21 Shot of Guylaine Demers walking towards the camera in the corridor.

01:25 SOUNDBITE: Guylaine Demers, 2020 IOC Women and Sport Awards Americas Trophy (French Language).

"But for me, winning a Women's Trophy from the International Olympic Committee for the Americas was really really big. When you have two seconds you realise that you are one of the five women in the world to receive this trophy, one per continent. The Americas is really big, each continent is big, but when the President of the Canadian Olympic Committee called me to tell me, "It's you". I asked, "Are you serious?" Even today, people are still talking about it. I am still shaken by it, the importance of this prize."

02:23 Guylaine Demers enters Basketball hall.

02:29 Wide behind shot of boy shooting at basketball practice.

02:33 Guylaine Demers chats with female basketball student.

02:37 SOUNDBITE: Guylaine Demers, 2020 IOC Women and Sport Awards Americas Trophy (English Language).

"Well for me if we want to have more women coaches, the first action I would take is to have quotas, so that means if you have a female team then you hire a women to coach that female team and stop saying that 'we want to hire the best person possible' as that implies that you think that women are not competent enough and this is not the case. So when you open doors women are showing up so just give them the space and the room to



Story script and Shot log

coach. Secondly, if you are not able to have those quotas, then you should look at: Where do you recruit? How do you recruit? Who is on your selection committee? So just make sure that you have diversity around who is hiring and you will be surprised that more women will be hired."

-- ENDS --

© Copyright International Olympic Committee 2020. This content is the exclusive property of the International Olympic Committee (IOC). It is made available to you for bona fide media reporting purposes on the basis of the Creative Commons/ Attribution-NonCommercial-NoDerivs 3.0 IGO license terms. All rights reserved.

For more information, please contact the IOC Media Relations Team: Tel: +41 21 621 6000, email: pressoffice@olympic.org, or visit our web site at www.olympic.org.