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INTERNATIONAL OLYMPIC COMMITTEE

THE PRESIDENT

As the Olympic Games return to the place of their ancient birth, I invite you to support the 2004 Celebrate Humanity global promotional campaign.

Like the Olympic Games, Celebrate Humanity delivers a universal message to all people. The objective of the campaign is to communicate to a worldwide audience the core values and ideals of Olympism. The 2004 campaign follows the success of the two previous editions of the campaign, launched for the Sydney 2000 Olympic Games and the Salt Lake 2002 Olympic Winter Games.

Celebrate Humanity 2004 presents personal interpretations of the Olympic experience and demonstrates the power of the Olympic Games to reflect the best attributes of the human spirit. The campaign's storytellers invite all people to celebrate the Olympic Games as the embodiment of the ideals to which we all aspire.

The IOC is grateful for the outstanding support received from you in earlier editions of the campaign. I thank you for your continued enthusiasm and support for Celebrate Humanity 2004.

Finally, I would like to acknowledge the generosity and support of all those who participated in creating this campaign. I want to thank the spokespeople who generously donated their time and all of the other organisations and individuals that provided their time and talents to assist the IOC in this production.

President
International Olympic Committee