



OLYMPIC DAY 2017

#OlympicDay

Join us in celebrating Olympic Day and how Title IX has impacted the Olympic Movement!

WHAT IS OLYMPIC DAY?

Olympic Day, held annually on June 23, is celebrated by millions of people in more than 160 countries. Commemorating the birth of the modern Olympic Games in 1894, Olympic Day's mission is to promote fitness, well-being, culture and education, while promoting the Olympic values of excellence, friendship and respect. The Olympic Day pillars – move, learn and discover – are promoted in every corner of the globe.

FUN FACTS

- * *Olympic Day, June 23, also marks the 45th Anniversary of Title IX*
- * Team USA women won 27 of the 46 American gold medals in the 2016 Rio Olympic Games
- * In 2016, not only did female Olympians win more medals than their male counterparts, but they won almost **three times** as many medals as in 1972.
- * Female participation in varsity sports has increased almost **1100%** since Title IX was enacted in 1972

Step 1:

[Register an event for Olympic Day.](#) Event ideas include:

- Title IX Celebration activities
- Sports camps or existing events that your university is hosting

Step 2:

Prepare for your Olympic Day event!

- The first 2,000 registered hosts will receive an Olympic Day flag and Team USA stickers in a physical toolkit!
- Visit the [Olympic Day Virtual Toolkit](#) for additional resources for your event!
- *There is the potential* to have an Olympian or Paralympian attend your event at no cost, if you are notified that an athlete has registered for your event, please reach out to them to discuss logistics.*

Step 3:

Host your Olympic Day event!

- Share posts on social media with #OlympicDay
- Take pictures with your Olympic Day flag and send to OlympicDay@usoc.org.
- Celebrate Olympic Day with the rest of the world! To view all events in the United States, visit our [2017 Olympic Day Celebrations Map](#).

HOST REGISTRATION



**Please note we cannot guarantee athlete attendance.*