

The Duisburg Organizing Committee put in a convincing appearance during Sport Accord 2004, the international sports convention held in Lausanne, Switzerland. The new communications concept, a colorful look and the slogan 'fasciNATIONS' provided The World Games 2005 with excellent visibility and managed to console some in the German contingent after Leipzig failed to make the shortlist of candidates for the XXX Games of the Olympiad.

Standing out among the many events in international sports was not an easy assignment – particularly not in Lausanne, the Olympic Capital, where upcoming editions of the Summer Games were the talk of the town and the primary topic of discussions between the 1,300 attendees at this year's Sport Accord.

Nevertheless, the Duisburg organizers secured unprecedented visibility for The World Games 2005 throughout the 6-day event. From the giant billboard at the entrance to the *Palais Beaulieu*, the congress venue, to the centrally located booth, the colors and fasciNATIONS of 2005 Duisburg were omnipresent and could hardly be missed.

When Duisburg invited the many accredited journalists from Germany to its own Press Event during Sport Accord, to some exceptionally colorful drinks, it was to strengthen their confidence prior to IOC President Rogge's announcement of the finalists in the bidding for the 2012 Olympics. After all, Leipzig was one of nine cities aspiring to make the cut. But it was above all to signal that a first rate multi-sport event is firmly scheduled to take place in Duisburg and three other cities on Rhine and Ruhr – in 2005.

No surprise that a number of journalists referred to The World Games 2005 and Duisburg in their analysis of Leipzig's elimination from the race.



The World Games 2005 start to invade the Duisburg cityscape. Gradually! Giant banners hang from the town hall's century-old tower, reminding the citizens that the 'fasciNATIONS' of The World Games are drawing closer with every day that passes. Roadside billboards announce a 'NEW FACE FOR WORLD SPORTS'.



Even stuck in rush hour traffic, looking through the windshield at a passing tramway, Duisburg's automobilists should soon get the occasional reminder that The World Games are moving ahead under full steam – and that public transport is definitely the better option.

The marketers of 2005 Duisburg are also gradually refining their pitch in bringing the 30+ sports of The World Games closer to people. In an effort to apply a minimal structure to their enormous diversity, official and invitational sports will soon be clustered in thematic groups: aikido, ju-jitsu, karate and sumo as 'World Games Martial Arts'; American football, beach handball, canoe polo, fistball, indoor hockey, korfbal, rugby, and squash as 'World Games Ball Sports' ...

## MINUS 365 DAYS: No Time To Wait!

Dear Citizens of Duisburg,

The new President of the Federal Republic, Horst Köhler, put it like this: "We can make many things possible in Germany. But somehow we all seem to be waiting!" Duisburg doesn't have the time to wait. Our city wants to convert a fascinating idea into reality, and it has all of 365 days remaining to do so.

It is for this very reason that I say: we can make many things possible in Duisburg – and we shall succeed once more. Exactly one year from today, our new MSV Arena (the renovated 30,000-capacity stadium in the Sports Park Wedau) will be filled to the last place for the Opening Ceremony of The World Games 2005. They involve 32 sports and begin on July 14, 2005. Not only due to the fact that these games are held under the patronage of the International Olympic Committee, the "Olympic Spirit" shall reign in Duisburg and its partner cities Bottrop, Oberhausen, Mülheim during year one after Athens.

An opportunity to experience first hand the unique atmosphere of a global sports festival: more than 3,000 athletes fight for medals in 177 events; Duisburg and the Rhine-Ruhr area welcome 500,000 spectators to competitions held at 27 different venues. The unmatched diversity of popular and spectacular sports – American football, body building, canoe polo, inline hockey, rock 'n' roll dancing, rugby sevens, sports acrobatics, sumo wrestling, and many more are awaiting your discovery – makes The World Games stand out and attractive for every one of us. Now it's down to "making things possible"! The team of organizers works hard to ensure that 2005 Duisburg presents itself from the best side. But this will hardly be achievable without the citizenry. Let's skip the "waiting" and replace it with our proverbial enthusiasm for sports; let's start the work remaining to be done – in the hands-on fashion that has always marked Duisburg's style. For The World Games 2005 to be successful, dear citizens, they need your sympathy, your efforts in promoting them, and above all your active support and collaboration. Many volunteers – from our sports clubs and associations, from our citizenry in general – will be needed. Every single citizen becomes an ambassador for our city when we are hosts to people from all over the world. From today, we start the final countdown: 365 days remain. Tomorrow it will be 365 minus one. But we can – and we will – make many things possible in Duisburg ...

Sincerely Yours,

Bärbel Zieling - Mayoress  
Duisburg, July 14, 2004

In its session of July 12, the Duisburg City Council decreed that the by-line 'City of The World Games 2005' is forthwith to be added to 'Duisburg' on official stationary, signs, etc.



# MEET THE PRESS!

Grasping the underlying philosophy, knowing something about the 30+ sports, and appreciating the efforts undertaken by the hosts, all of this is prerequisite to properly assess the importance The World Games have for the parties involved.

In line with its communications strategy for 2004, the Duisburg Organizing Committee invited media representatives from all over Germany to take a closer look at how the preparations for next year's multi-sport event are progressing.

A packed 22-hour schedule allowed the organizers to enlighten their guests –over 30 print, television and radio journalists – about the many particularities of 2005 Duisburg. Hands-on sessions on the climbing wall, demonstrations of sumo and ju-jitsu, and a tour of the venues set the stage for a first encounter with The World Games, their sports and their makers. Duisburg's Mayoress Bärbel Zieling, IWGA President Ron Froehlich and World Games 2005 CEO Gerd Bildau addressed the information disseminators during a dinner on the evening of July 14. "365 days from today, at this very hour, we shall all be at the World Games Opening Ceremony in the new MSV Arena," Mayoress Zieling opened her speech with a reference to the milestone date. Between her remarks and the organizational update provided by Bildau, the message could not have been clearer: Duisburg is well on track to successfully staging the biggest World Games in history.

The list of media represented at the Press Event was as diverse as it can get: from the prominent broadsheet (Frankfurter Allgemeine) to the special interest magazine (KANU magazin), and from the local radio station to the German TV market leader. One journalist, RTL sports caster Uli Potowski – who remembers an assignment during his internship to cover The 4<sup>th</sup> World Games 1989 Karlsruhe – did the commentary on the ju-jitsu and sumo demonstrations. For the benefit of all those wondering how the 'Mawashi', the wrestlers' 5-meter belt, needs to be tied properly. Anything short of perfection and the belt loosens during a bout, resulting in a wrestler's disqualification – and embarrassment.

The IWGA President, the Secretary General and the Senior Vice President joined one group of journalist on their tour of the **MSV Arena**, the venue for the World Games Opening Ceremony, rugby 7s and American football. The stadium formerly known as 'Wedau Stadion' is in the crucial stages of a major renovation but will be ready for the start of the Bundesliga season 04/05 in August. Duisburg's soccer team, the **MSV**, has not had to move any of its home games while old structures were torn down and replaced with new ones. In just under six months, the work will be completed and the **Arena** officially inaugurated. The new capacity will be 32,000 – a vast majority of them seated right above the pitch.



# MEET THE SPONSORS!

**German SINALCO and HTS International – both major corporations with headquarters in and well established ties to the city of Duisburg – partner up with the Organizing Committee and pledge significant contributions to the success of The World Games 2005. Further announcements of even more companies filling the event's multiple-tier sponsorship program to its capacity are expected in the near future.**

German SINALCO Ltd. signed on as a **Principal Sponsor** of The World Games 2005. The Duisburg-based company – which revived one of Europe's leading soft drink brands in the early 90s – identifies very strongly with the multi-sport event. "The internationality of The World Games matches up perfectly with SINALCO's positioning as a global brand," says Chief Executive Officer Wilhelm Josten.

The company's ties to the city of Duisburg go back more than 30 years: 'Rheinfels Quelle', another of its brands, is the bestselling sparkling water in the Rhine-Ruhr area. "As a Duisburg company we are committed to contribute to the development and the image of our region," declares Josten.

Graphic and text references to The World Games 2005 Duisburg will be made on more than 50 million bottles distributed around Germany. Sweepstakes and other point-of-sale promotions will further enhance the partnership with SINALCO. BTW: The soft drink brand SINALCO celebrates the centenary of its existence in 2005.

HTS International, a company belonging to the Duisburg-based Haniel group of six worldwide enterprises, also opted to join the ranks of Principal Sponsors for The World Games 2005.

The Haniel group employs 54,000 people in over 30 countries and reports annual sales of 23 billion Euros. Its daughter HTS International offers integrated solutions in washroom hygiene and workwear through the brands *CWS* and *boco*. The two latter will now appear in the World Games 2005 sponsor listings. Mrs. Jutta Stolle, responsible for the group's corporate communications, emphasized "that the collaboration with The World Games 2005 affirms Haniel's commitment to Duisburg as a location and provides support to staging next year's premier sports event in the city".

With further acquisition in full swing, four sponsors from the private sector – **Sparkasse Duisburg**, the savings bank, and **König Pilsener**, North Rhine Westphalia's 'king of beers', have pledged contributions in 2003 – join the institutional sponsors to provide support and funding to an overall budget in the range of 20 million Euros.

