

THE WORLD GAMES FORUM

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30+ SPORTS AT THEIR BEST!

By Ron Froehlich
IWGA President

With every day that passes – and it is less than 500 to go – The World Games 2005 Duisburg become the focus for top athletes everywhere. At the beginning of May, 2004, 350 sportsmen and sportswomen from 47 different nations have met the qualification criteria established by six International Sports Federations. 2,600 others from many more countries seek to qualify at designated international competitions or by making it into the top tiers of their sport's world rankings – prior to the end of the year.

The International World Games Association's policy of using only existing venues in the host cities, of never imposing construction of permanent infrastructure for the purpose of our multi-sport event on the organizers, could make for hardship among certain athletes. Their sport, though a full member of the IWGA, cannot feature on the programs of The World Games 2005 if a suitable venue is not available.

A few longstanding IWGA Members have not yet had the opportunity to premier their sports in World Games competition. *Frontons*, the colossal courts for Basque pelota, do not exist outside of the territories where the sport is popular. Surfers had better chances of catching a wave in 2001 – in the Japan Sea, off Akita's beaches – than they do on either Rhine or Ruhr in 2005 Duisburg. Racquetball, which had hoped to reappear on the program for the first time since 1993, was forced to withdraw only

recently. Transportable all-glass courts could not be found anywhere in Germany.

But Duisburg and its three partner cities offer 32 official and 6 invitational sports some of the best venues ever. This special edition of FORUM provides in-depth information about the close to 200 events and their venues. The World Games 2005 have taken their definite shape. Not only for the organizers, but in the minds of 3,000 athletes as well!

The National Olympic Committees with athletes who qualify to compete in 2005 Duisburg I wish to remind of IOC President Dr. Jacques Rogge's closing remarks in his February 11, 2003, letter to them:



"In order to maximize the experience of your athletes and officials at The World Games, and to utilize your expertise in the preparation and administration of a national delegation at a large multi-sport event, your efforts to support the delegation of your nation at The World Games 2005 Duisburg would be greatly appreciated."

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fasciNATIONS

April 2004: An agency creates the final 'Look' for The World Games 2005 Duisburg. Based on the organizers' ambitious communications concept, creative minds come up with what will be the overriding theme for the event: fasciNATIONS.



2005 DUISBURG ON YOUR MARKS!

The citizenry of North Rhine Westphalia is ordered into the starting blocks: "On Your Marks!" With 400 days to go to the Opening Ceremony at the new Wedau Stadium, creating wide public awareness for The World Games 2005 is a priority for the organizers.

March 2004: Mayoress Bärbel Zieling and the chief executive of World Games 2005 Ltd., Gerd Bildau, launch a large-scale outdoor advertising campaign. Together they put up the first giant billboard announcing the final countdown to The World Games 2005. The slogan 'On Your Marks - The Games Are Coming!' and the body of a rhythmic gymnast about to crouch into the starting blocks convey a strong message about the imminence of the multi-sport event scheduled between July 14 and 24, 2005, in Duisburg and in three other North Rhine Westphalian cities.

Increasing awareness for The World Games 2005 among the citizens of Duisburg, Mülheim, Oberhausen and Bottrop is the objective of the campaigning which is ensured high visibility in one of Europe's most densely populated areas. 500 roadside billboards will henceforth remind millions that the countdown to the biggest multi-sport event ever held in the Rhine-Ruhr area is underway. Bulk mailings of postcards with an identical message and similar motives will soon target all households in the four host cities.

"The World Games need to be brought closer to the people," Gerd Bildau postulates. Therefore, the CEO of World Games 2005 Ltd. defines his priority tasks as "securing funds and communicating".

"We are in the process of putting together a top team for World Games 2005 Ltd. to ensure that the event will be held at the highest level. I am particularly pleased that Mr. Heiner Henze, the former Secretary General of the German National Olympic Committee, has joined us," Bildau reports on expanding the staff of the city-owned company tasked with organizing The World Games 2005. Close to 100 people are currently working fulltime in new and centralized headquarters adjacent to the Wedau Sports Park, one of the games' principal venues.

"The objective is not only to market the premier multi-sport event – The World Games – but to present 2005 Duisburg as a gigantic get-together which transgresses the boundaries of sports, nationalities and interests. The full range of emotions should merge into one communicative and moving appearance."

The new look is bound to brighten up the streets of Duisburg, signaling that The World Games are the gathering of top athletes from all continents, a bright and colorful presentation of sports and people, and much more.

A complete cultural program enhances the 2005 Duisburg experience and the kaleidoscope of 30+ sports further. The organizers schedule two of the city's perennial cultural highlights, the Duisburg Accents and the Dreamtime-Festival, which attract thousands of visitors every year, concurrently with The World Games.

A world of colors becomes a world of experience for over 3,000 athletes from 100 countries, officials, visitors and the region. International. Together. In motion.

The world's largest multi-sport event in 2005 will be fascinating. It offers competition and culture, entertainment and togetherness. Modern. Open. For all the senses.

Colors have merged into a highly
VISIBLE SPIRIT!



2005 Duisburg shall be more than a world class sporting event! With various cultural programs surrounding them, The World Games become the highlight of the year for a region extending from Germany into the Benelux.

15 million people can drive to Duisburg in less than one hour (green line). More than 2 million can get to the World Games venues in 15 minutes or less (red line).