

# THE WORLD GAMES FORUM

The International World Games Association Quarterly  
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## Dear Reader:

*In November 2003 I had the pleasure of being present at korbball's centennial celebrations, at its World Championships and – above all – at the presentation of the Olympic Order to our friend Bob de Die. Our Senior Vice President certainly deserves this prestigious award for all the hard work he has done for korbball and sports in general.*

*The World Championships final was played between the Netherlands and Belgium – as many times in the past – with the Netherlands winning in the end. It was held at a packed Ahoy Sports Palace in Rotterdam and aired live on national television. I must congratulate the International Korbball Federation and the Dutch organizers on a well-run event.*

*I also had the opportunity to attend the Rugby World Cup in Sydney. And I don't think there could have been a more exciting final than was played between Australia and England on November 22. The suspense was unbelievable, particularly when the Australians were able to equal the score in the dying seconds of the game. During the first overtime period, it was nail biting every minute of the way. But it didn't surprise when Jonny Wilkinson came through in the final seconds, kicked the field goal and ensured the victory for England. With 48 games played in ten cities and more than 1.8 million tickets sold, the Rugby World Cup must be one of the biggest events to take place in sports. The IOC President, Dr. Jacques Rogge, and his wife Ann were present as well. We all know that Dr. Rogge was a rugby player himself and even capped for Belgium.*

*We can all look forward to a very successful sevens tournament at The World Games 2005 in Duisburg. We salute the IRB for a fine display of a fantastic sport.*

Ron Froehlich - IWGA President

## New Look!

Does the January – March 2004 issue of THE WORLD GAMES FORUM look different to you? It shouldn't; throughout the first year of FORUM's existence we have included imagery and brought its layout in line with the IWGA brand.

The IWGA has the promotion of 30+ sports as one of its constitutional aims. In today's world, however, sports can no longer be effectively promoted without resorting to some of the methods used in successful advertising.

If it is the passion generated by our sports which distinguishes them from many other things in everyday life, this passion needs to be illustrated somewhere. Why not here? The essence of our sports can be captured on film. The strength, the dynamics, the concentration and the elegance of athletes can make for compelling pictures. And photography at its very best can even transmit passion.

Good photographers are capable of extracting the sports' passion. A few fell from the sky, some needed to get wet, many had to stand their ground to catch the action – always with the appropriate lens and shutter speed. FORUM is theirs!



But before passion can be reproduced with a camera, it must get generated by the protagonists: the athletes competing in the 30+ sports of The World Games! Unlike the models in advertising, these sportsmen and sportswomen cannot help but come up with the 'real thing' – genuine passion! FORUM is theirs too!

## New Passion!

It should not be all that new. Making the athletes the focal point of The World Games has been the governing principle for the IWGA and all its Member Federations since 1981. Allowing athletes to take center stage continues to be the reason for the existence of a multi-sport event which gathers the best in 30+ sports at quadrennial intervals – in one place and at the same time.

The hosts of The World Games are required to do their utmost in ensuring that the conditions for athletes to match up against each other are optimal, and that the atmosphere and the protocol benefit what aspires to be the main event in the sporting careers of many. This has proven to be achievable on six occasions in the past. The hosts generally coped well in these areas. After all, they had received assistance from the IWGA and International Federations of an ever increasing number of sports.

Per the Rules of The World Games, the host is also expected to provide a range of information services to the media. A few paragraphs in the Rules (9.1 – 9.5) describe these services – which need to be put in place by the host in close collaboration with the IWGA – in greater detail. Rightfully so, since it is only through exposure that The World Games can live up to their other constitutional aim: the promotion of 30+ sports.

These paragraphs will eventually need to be amended somewhat. Progress never stops – certainly not when it comes to handling and distributing information. But for the time being – for The World Games 2005 – the basics are adequately covered with the present document requiring the Duisburg hosts to collect "information about participants" and to make it readily available. To the media!

With some of the personal data on the 3,000 participants transpiring from the accreditation for the Games – itself a process of considerable complexity – a deliberate effort needs to be made by the Duisburg organizers, the IWGA

# ATHLETES OF THE WORLD GAMES

and its Member Federations to round up additional information on many of the “high-ranking athletes” (Rules of The World Games, 9.1). And not just their titles won and rankings held – the facts and figures allowing for the “statistical evaluation” (9.1) of the event – but their inspirational stories as well. It is this information which is bound to be of particular interest to the media.

Sue Harvey, President of the International Orienteering Federation and Member of the IWGA Executive Committee, writes on what will be one of the challenges faced by the International Sports Federations:

*In life we all need role models to show us the way and to inspire us. This is particularly true of sports. Inspiration provided by a hero or role model is important as a means of bringing new recruits, especially young recruits, into any sport. Heroes have other roles too. They make a competition fun to watch. We like to take sides and feel part of the game. It can be a modern day chance to express our nationality. The role of an International Federation is to create the right conditions for heroes, national and international, to appear. We need to give the media the chance to build stars for us. We need to let the spectators witness the moments of challenge. Sport needs heroes. They are what draw crowds to the game, what excites the TV viewers, and ultimately what attracts the sponsors to buy airtime and thus underwrite the finances of the sport.*

Heroes exist in every one of the 30+ sports. They emerged at championships held the world over and received, above all, the recognition of their peers.

Some have already inspired the public at large – through the mass media – others have their equally inspiring story just waiting to be told. Few attempts have been made in previous issues to present some of the exceptional athletes who take part in The World Games to the readers of FORUM. In the lead-up to 2005 Duisburg, however, to **tell the stories of people who are passionate about their sports** should become an integral part of World Games promotions – and an important assignment for this publication.

The details of the collaboration between the International Federations, the IWGA and the Duisburg hosts in securing key information on the more than 3,000 athletes competing in 2005 will get addressed during a workshop on May 19, 2004, in Lausanne.

In this important area, one where true benefits in the form of positive exposure for the athletes and their sports can be obtained, the hosts should receive assistance from the other stakeholders in the World Games concept as well.

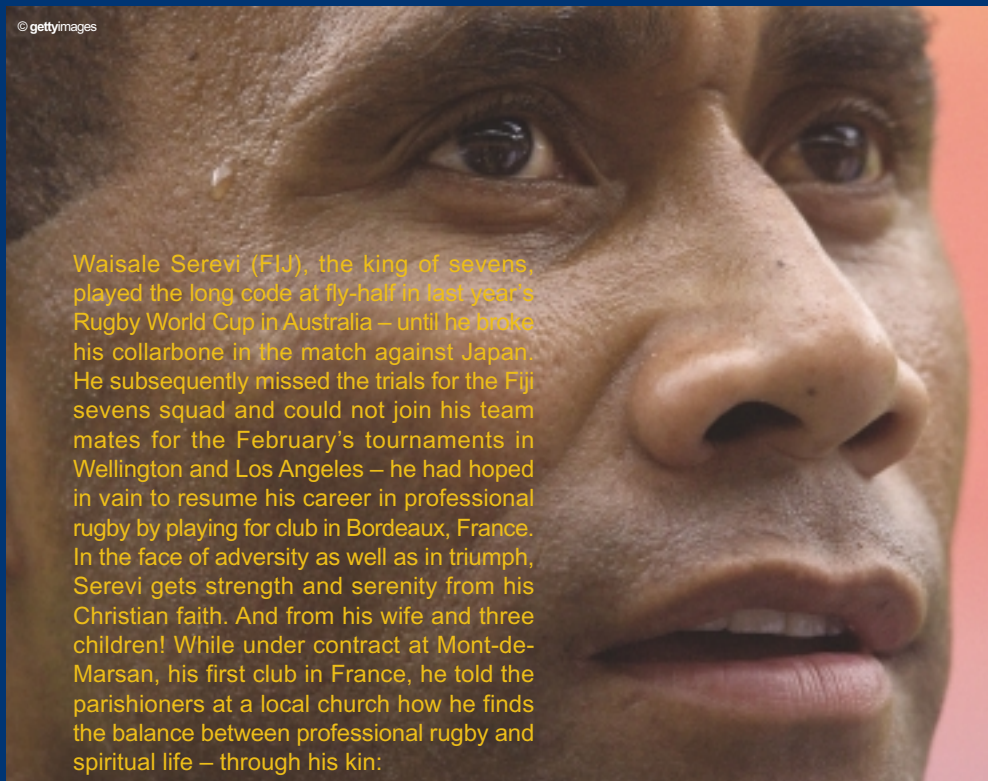


Simone Niggli-Luder (SUI) won at the 2003 World Orienteering Championships over all three distances and in the relay. A feat without precedent! *“I was able to make many important experiences on the way to the top in my sport; I would only be glad to pass these on to others,”* Simone says. *“The parallels between orienteering and life are numerous.”*

The Swiss Sportswoman of 2003 and biologist lectures regularly at seminars for entrepreneurs, bankers, even university students on range of topics: *‘Fast Decisions – Orienteering Is Life’; ‘Setting Goals – Reaching Goals’; ‘Academic Career & Top-Level Sport’.*



Daniel Sánchez (ESP) comes off an impressive win at the 2004 National Three Cushion Billiards Championships. Daniel has won the title of Spanish Champion on six previous occasions too, he has won The World Games, World Championships and World Cups, and he has definitely left his mark on the game in Spain and abroad. But he is probably best known in his hometown Barcelona for the appearances in the program ‘3-Cushion Christmas’ on TV 3. For a number of years already, Daniel’s trick-shots make the program on December 25 a huge success with family audiences throughout Catalonia. His virtuoso holiday play became a ‘must watch’ for many not following billiards throughout the year. Not everybody listening to the Vienna Philharmonic on New Year’s Day is into classical music either ...



Waisale Serevi (FIJ), the king of sevens, played the long code at fly-half in last year’s Rugby World Cup in Australia – until he broke his collarbone in the match against Japan. He subsequently missed the trials for the Fiji sevens squad and could not join his team mates for the February’s tournaments in Wellington and Los Angeles – he had hoped in vain to resume his career in professional rugby by playing for club in Bordeaux, France. In the face of adversity as well as in triumph, Serevi gets strength and serenity from his Christian faith. And from his wife and three children! While under contract at Mont-de-Marsan, his first club in France, he told the parishioners at a local church how he finds the balance between professional rugby and spiritual life – through his kin:

*“I pray with my family at 7 a.m. and at 7 p.m. every day, whether I’m with them or not. If I’m away, I set my watch to Fiji time – that allows me to pray together with my wife and my children, always. A family that prays together stays together.”*