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To: President/ Chairperson and General Secretary of National Federations and Provincial Sport Confederations
From: Office of the Acting Chief Executive Officer
Date: 13 June 2020
Subject: IOC International Olympic Day 23 June 2020

Dear Presidents/ Chairpersons and General Secretaries

During this unprecedented time, we have been inspired by Olympians locally and around the globe with their energy and positivity. **23 June 2020** is International Olympic Day and the International Olympic Committee (IOC) is running a digital campaign called **#StayStrong**, which encourages people to stay healthy in body and mind during lockdown. The campaign is intended to be an inspiration to help us to get through this crisis together.

This campaign puts athletes at the heart of the Olympic community and the IOC want to build on this to inspire more people to Stay Strong, Stay Active, and Stay Healthy. On 23 June, the IOC aims to create the world's largest 24 hour digital-first Olympic workout. As the National Olympic Committee of South Africa, we align ourselves to the precepts of the IOC, hence we request our Membership and its affiliates and specifically our athletes to participate in this campaign.

Our Request is as follows:

1. The campaign will be divided into two parts. The first being, **#OlympicDayGoals**. This will be run in the lead up to Olympic Day. In this campaign we kindly request athletes to take a short video that encompasses the Olympic Day Themes which include: **LEARN, DISCOVER, MOVE**. Each athlete can choose any one of these three and record a short video (20 seconds or less) informing, very briefly, of any skills they have discovered, or learnt during lockdown which does not necessarily have to be only sport related.
2. On the actual Olympic Day (23 June 2020) we will align with the IOC campaign, **#StayStrong**, where we kindly request athletes to record a short video (20 seconds or less) in action, any exercise perhaps 23 sit ups, 23 times skipping the rope, 23 squats or any form of exercise that is undertaken to stay strong.

For the athletes who are able to, they may also host their own live Instagram workouts on their own handles as well. If this is going to be done, please inform us and tag us @Team_mzansi with the #TeamSA #OlympicDay #StayStrong so that we can promote

BOARD MEMBERS

Mr Barry Hendricks | Mr Anant Singh | Mr Aleck Skhosana | Mr Kobus Marais | Ms Natalie Du Toit
Ms Cecilia Molokwane | Dr Debbie Alexander | Mr Kaya Majeke | Mr Jerry Segwaba

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the athlete on our main Team SA social media pages and inform the IOC so that they can showcase our athlete as well.

All athletes are encouraged to take part in these campaigns as this is being done globally by other athletes.

Whilst as an organisation we align ourselves to global initiatives, we also have an obligation to be nationally focused as June is a Youth Month when we as a nation celebrate and remember the significance of June 16. We therefore humbly and kindly request the athletes and sports leaders to do short videos with a message of inspiration to our youth on values and ways of how sport changes people's lives.

Please send the short video to jessica@sascoc.co.za by **Monday, 15 June 2020 about June 16 and with regards to the IOC campaign by Friday 19 June 2020.**

Your cooperation in this regard will be greatly appreciated.

Yours Faithfully,

A handwritten signature in black ink, appearing to read 'Ravi Govender'.

Ravi Govender
Acting Chief Executive Officer

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