



1 INTRODUCTION

The Beginning of the Youth Olympic Games

On 5 July 2007, the International Olympic Committee (IOC) Session in Guatemala City approved the creation of the YOG. The vision of the YOG is to inspire young people around the world to take up sports, and adopt and live by the Olympic values. With this vision in mind, the YOG was conceived with equal emphasis on Sport, and Culture and Education.

Singapore was elected the host city of the inaugural YOG on 21 February 2008.

■ Emblem

The emblem celebrates Singapore 2010 in an adventurous, open and fun way. It evokes the Singaporean sense of confidence and progress. The three distinct elements of the emblem are:

The **Flame** of Passion

The **Star** of Champions

The **Crescent** of Tomorrow



Blazing the Trail

From 14 to 26 August, Singapore 2010 will receive some 5,000 athletes and officials from 205 National Olympic Committees (NOCs), along with estimated 1,200 media representatives, 20,000 local and international volunteers and 370,000 spectators.

Singapore 2010 welcomes everyone to be part of a first in sporting history; an international sporting event with equal emphasis on sport, and culture and education. During the YOG, Young Olympians 14 –18 years of age will compete in all 26 Summer Olympic sports and participate in a Culture and Education Programme (CEP) with over 50 different activities.

■ Tagline

BLAZING THE TRAIL
OUVRIR LA VOIE

It's...

... exploration and discovery,
... boundless energy, endless ideas and no boundaries.

It's...

... a sense of infinite possibilities,
... dreaming big dreams, and making them come true.

It's...

... the courage to keep making a difference.
... creating new paths for others to follow.

Sport Competition Programme and Venues

The 18 competition venues of Singapore 2010 will feature a sport programme with all 26 Olympic sports and 201 events.

Culture and Education Programme

The CEP will educate, engage and encourage Young Olympians to be true to the spirit of the Olympic Movement by adopting the Olympic values of Excellence, Friendship and Respect, and playing active roles in their communities.

■ Mascots

Lyo, a lion cub with a mane as fiery as his passion for life.

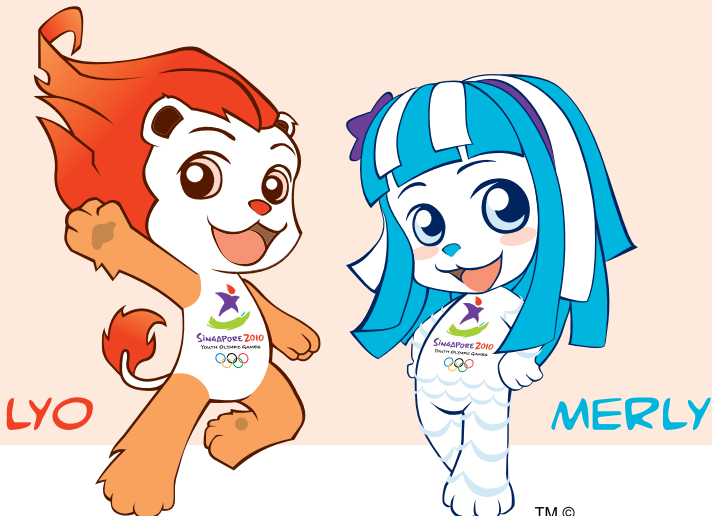
Symbolism: Legend tells us that a prince, upon visiting a tropical island, spotted a beautiful lion and named it 'Singapura', which means 'Lion City'. Today, the island has grown into the city-state of Singapore, with the lion as their national symbol.

Fun stuff: Lyo's mane resembles the Flame of Passion of the Spirit of Youth. His paw is shaped like the island of Singapore.

Merly, a merlion cub who got her name from 'Mer', meaning the sea, and 'ly' for liveliness and youthfulness.

Symbolism: The merlion is a mythical sea creature that is part lion and part fish, inspired by Singaporean folklore and Singapore's fishing village origins.

Fun stuff: Merly's paw is shaped like a heart.



Journey of the Youth Olympic Flame

The Journey of the Youth Olympic Flame (JYOF - pronounced as “Jay-of”) heralds the first YOG to be held in Singapore in 2010. This Journey seeks to connect youth around the world to the Olympic Movement by inspiring them to embrace, embody and express the Olympic values of Excellence, Friendship and Respect.

In embracing the Olympic values, youths around the world unite in a global celebration of the first YOG and the power and positive impact that they have made in their own way as they live the Olympic values in their lives.



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International JYOF - Presented by Samsung

As with the Olympic Games, the JYOF will start its journey from Olympia, Greece, on 23 July 2010, when the first Youth Olympic Flame will be lit. The Youth Olympic Flame will then travel to one city (Celebration City) in each of the five continents (Africa, the Americas, Asia, Europe and Oceania), where each continent will come together to celebrate the arrival of the Youth Olympic Flame.

The five Celebration Cities are:

Berlin (Germany) – representing Europe

Dakar (Senegal) – representing Africa

Mexico City (Mexico) – representing the Americas

Auckland (New Zealand) – representing Oceania

Seoul (South Korea) – representing Asia

Singapore JYOF - Presented by Samsung and Coca-Cola

After travelling to the five continents, the Youth Olympic Flame will arrive in Singapore to a Flame Arrival Celebration on 6 August 2010 at the Kent Ridge campus of the National University of Singapore, where the people of Singapore will come together to celebrate the arrival of the Youth Olympic Flame.

Thereafter, the journey continues through the five community districts in Singapore in a six-day round-island torch relay from 7 – 8 August 2010 and 10 – 13 Aug 2010. Each relay day ends on a high note with a Community Celebration.

The Journey will culminate in the lighting of the Cauldron at the Opening Ceremony on 14 August 2010 at The Float@Marina Bay.

More information on JYOF can be found at www.singapore2010.sg/jyof.