FOR IMMEDIATE RELEASE

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News Release

DSC Partners with University of Delaware and United States Olympic Committee to Host National 'Olympic Day' in the State

Dover, DE *(June 15, 2011)* - Throughout the state, The Delaware Sports Commission (DSC), the University of Delaware (UD), and the United States Olympic Committee (USOC) will be celebrating and hosting national 'Olympic Day' during the week of June 17th. Along with Delaware, 'Olympic Day' is recognized annually in over 160 countries around the world and is intended to commemorate the birth of the modern Olympic Games. Additionally, 'Olympic Day' is an international effort to promote fitness, well-being, and the Olympic ideals of Fair Play, Sportsmanship, Respect, and Perseverance.

Dr. Matthew Robinson, Professor of Sport Management at the University of Delaware and President of the Delaware Sports Commission stated, "The University of Delaware has been very fortunate to have partnered with the USOC and the International Olympic Committee in offering the International Coaching Enrichment Certificate Program (ICECP) the past three years and we are excited to have the opportunity to work with the Delaware Sport Commission in sharing the Olympic Spirit and ideals with the Delaware sports community. The cooperation and support within the state has been incredible. "

On June 23, 2010, Governor Jack Markell officially proclaimed 'Olympic Day' in the state of Delaware. In 2011, 'Olympic Day' will be celebrated by various Delaware statewide YMCA organizations, the Suburban Swim League in New Castle County, and First State BMX in Milford. Children participating will learn the importance Olympics ideals, engage in a ceremonial Olympic competition, and receive a certificate of recognition from the USOC.

"The Delaware Sports Commission believes in the Olympic movement and the positive impact it creates for society," said DSC's Matt Sparks. Sparks added, "The DSC is serious about Olympic sports and our goal is to attract more of them to the state".

The Delaware Sports Commission, a not-for-profit organization, was established to attract large and small sporting events to Delaware to benefit the sports industry and community and to positively impact Delaware's economy. The Delaware Sports Commission also assists with the retention and growth of existing sports events. To date, the DSC has partnered with close to a dozen regional and national events, paving the way for larger scale future events to be held in Delaware.

The Delaware Sports Commission, 99 Kings Highway in Dover, Del., promotes and recruits single-day and multi-day regional and national events. For more information, visit the official Delaware Sports Commission website at www.delawaresports.org or call (302) 672-6832.

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