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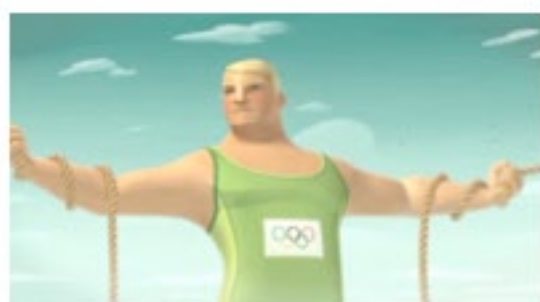
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IOC Campaign Unites Athletes, Nations With Olympic Spirit

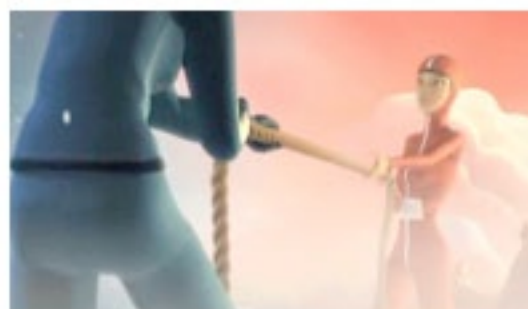
Monday, August 17, 2009 at 12:48PM



August 17, 2009: With about six months to go until the **2010 Winter Games** in Vancouver and just under three years to go until the **2012 Summer Games** in London, the **International Olympic Committee** has unveiled an animated TV spot showing athletes from around the world working together to unite the Olympic spirit.

The spot, "All Together Now" is part of a larger "The Best of Us" campaign that will encompass more TV, print, Internet and experiential efforts. The campaign was developed by the Voluntarily United Group of Creative Agencies (United), part of the WPP Group. Creative development was led by **Cole & Weber, Seattle**. The spot was directed by FX & Mat, of Nexus Productions. It broke over the weekend during **NBC's** coverage of 12th IAAF World Championships in Athletics in Berlin.

In the animated spot, six larger-than-life Olympic athletes each wearing a different color of the Olympic rings, are seen pulling countries together "symbolizing the inspiration of the athletes and their superhuman abilities to unite the world in the spirit of Olympism," according to the IOC. It ends with the six athletes morphing into the Olympic rings. The spot is being made available to broadcasters worldwide as a PSA, and can also be viewed on the IOC's Web site.



The IOC said that the objective of the promotional campaign is to "communicate the key Olympic values of 'Excellence, Friendship and Respect' to a global youth audience. 'The Best of Us' is a simple, powerful idea that transcends cultures and borders, motivating young people around the world to participate in sport by proving that sport can bring out their best."

A previous commercial showed such Olympic athletes as **Roger Federer**, Yao Ming, Laure Manaudou, Liu Xiang and Yelena Isinbayeva talking about key Olympic values.

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