



International Olympic Committee: The Best of Us Challenge

Seattle-based agency Cole & Weber United (www.cwunited.com), part of the WPP's United Network, has created a digital campaign for the International Olympic Committee (IOC) called "The Best of Us Challenge." Aimed at young people, the global effort is a digital social experience that invites people around the world to challenge top Olympic athletes and their peers using sport and non-sport talents via an online competition. Through consumer-generated videos on <http://thebestofuschallenge.olympic.org>, young people around the globe will have a unique opportunity to compete with top Olympic athletes, and each other, to showcase their skills. Some of the best-known recent Olympians are participating in the Challenge, including Rafael Nadal (Spain/tennis), Lindsey Vonn (USA/skiing), Natalie Cook (Australia/beach volleyball), Shawn Johnson (USA/gymnastics), Asafa Powell (Jamaica/athletics) and Yelena Isinbayeva (Russia/pole vault).

No matter what the skill—from balancing a stick for as long as possible to doing the most clapping push-ups in 30 seconds—The Best of Us Challenge encourages young people to find the best in themselves, share it with the world and then challenge each other to become better at it. Young people will also have the option to create and submit their own challenges independent of the Olympians, truly giving them the opportunity to show what they do best.



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