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Competition Uniform Support Programme: Sporting Goods Brands to Outfit Over 600 Athletes at Rio 2016

The World Federation of the Sporting Goods Industry (WFSGI) is pleased to announce that approximately 620 athletes from 54 National Olympic Committees (NOCs) will benefit from the first ever NOC Competition Uniform Support Programme at this summer's Olympic Games Rio 2016.

The International Olympic Committee (IOC), in collaboration with the WFSGI and 9 of the world's leading sports brands, is providing free competition clothing to the NOCs and their athletes for the Games.

"This is another great example of solidarity within the Olympic Movement. By providing these uniforms the 9 sport brands ensure that athletes from 54 NOCs can proudly participate in the Olympic Games in apparel that also reflects their national identity and is at the same time ensuring a clean field of play," IOC President Thomas Bach said.

"The sporting goods industry is working to the best of our ability to ensure that no athlete shall be left behind when it comes to being equipped with the latest state-of-the-art competition apparel at the Olympic Games in Rio de Janeiro," said WFSGI President Frank A. Dassler.

"This is a unique social project where multiple brands collaborate at times to supply all athletes from one NOC," emphasized WFSGI Secretary General Robbert de Kock.

The NOCs and brands have been working closely together in the past few months to design and develop the uniforms, which will be distributed to the athletes in the Olympic Village.

The 9 sports brands participating in the Support Programme are (further brands would be available to support additional athletes/sports if needed):

- adidas
- arena
- Asics
- Nike
- Orca
- Puma
- Mizuno
- Speedo
- Under Armour



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The Olympic Games Rio 2016 will run from 5 to 21 August and will feature approximately 10,500 athletes from all 205 NOCs plus the first ever Refugee Olympic Team (ROT).

- Download the press release as .PDF file here

Questions? For more information please contact:

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About the WFSGI

Global solutions through international teamwork – The World Federation of the Sporting Goods Industry (WFSGI) was founded in 1978 and is the world authoritative body for the sports industry officially recognized by the IOC as the industry representative within the Olympic Family. The WFSGI is an independent, non-profit and non-governmental association formed by sports brands, manufacturers, suppliers, retailers, national federations and other sporting goods industry related businesses. The WFSGI plays a strategic role in the support and promotion of the sporting goods industry worldwide. The WFSGI promotes free and fair trade and provides platforms for the intergovernmental cooperation with regards to the International Organizations interested or affected by sports. Its aim is also to expand the cooperation on the protection of intellectual property rights and improve human rights issues related to working conditions. All this can be done through contacts with International Organizations such as the ILO, WTO, WHO, UN but also through International Sports Federations (FIFA, IAAF, FIVB, etc.) and the IOC, via the exchange of information and clearing house on issues and topics developed by WFSGI's various committees.

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