

step out from the crowd, carve a path

# EYOWF 2011 info

10<sup>th</sup> European Youth Olympic Winter Festival 2011

EYOWF 2011 | Liberec



Kateřina Nyčová, Executive Director of the EYOWF 2011 Organising Committee

## Kateřina Nyčová: interview of the month

### EYOWF 2011 supports a unique programme

A year and a half prior to the launch of the 10<sup>th</sup> European Youth Winter Olympic Festival (EYOWF) 2011 in the Liberec Region the preparations are in full swing. According to Kateřina Nyčová, Executive Director of the EYOWF 2011 Organising Committee, the full commitment of the team is a precondition for a successful outcome for this top sporting event.

The preparations in all the departments are going as scheduled and I am personally quite pleased about that. There is still ahead the IV Winter Youth Olympics (ODM 2010) which takes place at the end of January 2010 in the Liberec Region, and which poses an important rehearsal for us. Regarding the organisation and selection of the venues, both events, ODM 2010 and EYOWF 2011, are similar and organised by the same experienced team.

#### How do you plan to advertise the Festival in the public, region and the entire Czech Republic?

We are planning a promotion campaign starting in the summer of next year. In addition, our website [www.eyowf2011.cz](http://www.eyowf2011.cz) has been up for a long time now, providing information in Czech, English and French and is kept up-to-date regularly. We also distribute a monthly newsletter in Czech and as of September also in English. In spring 2010 we plan to activate our EYOWF 2011 mascot's profile on Facebook. EYOWF 2011 is also viewed as an ideal opportunity to advertise the Czech Republic and the Liberec Region. This is also the aim of the "vyCOOL se!" programme for schools and the public, which was launched in the beginning of September and will last a year and a half.

#### What is the main objective of the "vyCOOL se!" programme?

We want to take advantage of the opportunity that the Liberec Region is hosting two important youth events, ODM 2010 and EYOWF 2011, over a short period of time. Our aim is to attract young people not only for the exciting and unique atmosphere of both events, but also to motivate them to get involved in sports activities themselves, be active and display their talent. This is of course all possible thanks to the "vyCOOL se!" programme. It primarily focuses on schools, although the general public can take part anytime throughout the course, as well. The programme lasts up until the beginning of EYOWF 2011.

#### How is the volunteer recruitment going? Are the public interested in the festival preparations?

We started the volunteer recruitment in April of this year. At present, we have about 100 registered volunteers at all age levels. They have been helping us during the EYOWF 2011 additional event and with other competitions in the Liberec Region. ODM 2010 will be a test for them as well as for us. For the EYOWF 2011 itself we expect some 600 volunteers and are convinced that this number will be successfully reached.

[www.eyowf2011.cz](http://www.eyowf2011.cz) 2 / 2 0 0 9

### New Honorary President



The EYOWF 2011 Organising Committee has added a prominent member. On 1 September, Stanislav Eichler, President of the Liberec Region, named Roman Kumpošt Honorary President. As an experienced organiser and diplomat, he has been involved in the successful candidacy of the Liberec Region for EYOWF 2011. "This position is not merely symbolic. His knowledge, experience and contacts will serve to guarantee the successful organisation of the biggest sport event in the history of the Czech Republic," commented Stanislav Eichler on Kumpošt's nomination.

### Premiere with Wehling



On Monday, 24 August, the complete Organising Committee of EYOWF 2011 met for the first time. More than 30 members presented each department of the organisation structure and reported on the state of preparations. An unexpected evening visit by Ulrich Wehling, the Sports Director of the FIS Nordic Combined Section and a three-time Olympic winner and a world champion in this discipline brought about a pleasant interruption.

### Patrons and Faces



EYOWF 2011 will also be supported by members of the Czech national team in winter sports. Olympic medal winners and world champions will become the patrons of each discipline: Speed Skater Martina Sáblíková, Cross Country Skier Lukáš Bauer, Figure Skater Tomáš Verner and Ski Jumper Roman Koudelka. Their young companions will become the faces of the Festival, some of whom have taken part in previous EYOWF events - Jakub Gráf for Cross-Country Skiing, Veronika Vítková for Biathlon, Vladimír Růžička Jr. for Ice Hockey and Šárka Pančochová for Snowboarding.

### Quotation of the Month

"Thanks to the special programme 'vyCOOL se!' we have an important tool in hand which we can use over the long run to influence and motivate the young generation to take part in sports activities."

RADEK CIKL, Vice-president of the Liberec Region



**topic**

# Czech Testimonial from Tampere



The preparations and organisation of an international sporting event such as EYOWF is not an easy task, as nine members of the EYOWF 2011 Organising Committee have learned when taking part in EYOF

2009, a summer edition of the European Youth Olympic Festival, which took place in Tampere, Finland, from the 18<sup>th</sup> to the 25<sup>th</sup> of July. The Czech delegation can make use of the acquired knowledge when preparing for the upcoming EYOWF in the Liberec Region.

venues as such were in very good condition. At the beginning there were slight complications when running the shuttle transportation for athletes but the Finnish organisers were able to react promptly. The organisation of the volunteers worked flawlessly, which in Tampere consisted of one and a half thousand altogether. The international significance of EYOF 2009, with some 2,600 athletes, was emphasised by the excellent command of English on the side of the Finnish organisers, which made mutual communication among all the participants of the summer Festival substantially easier. Seen through the



Organising Committee took part in EYOF 2009 in Tampere, Finland

A two-day Observer Programme which the Finnish organisers prepared especially for future hosts of upcoming summer and winter European Youth Olympic Festivals brought a great deal of benefit for the Czechs. Among the 80 delegates were also future organisers of other major international sport events, who came to Tampere from all corners of the world. The idea of such a programme was so inspiring that the Czech members are considering offering a similar programme as part of EYOWF 2011.

The Finnish organisers surprised everybody with their utmost candour. They made mention of all the problems that should be avoided. Apart from the theoretical section, the two-day seminar included a detailed inspection of all the venues where the summer Festival took place, as well as the organisational background. The Czech delegates were of the opinion that the sport

eyes of the Czech delegation, the Festival was organised on a very high level, despite minor failings.

The representatives of the EYOWF 2011 Organising Committee learned a great deal of useful information during the week-long stay and in the specialised seminar and have written a 20-page report full of ideas and observations. They also obtained interesting results from a survey they carried out among the Czech athletes on the flight back from Tampere to Prague. It is important to see things through the eyes of the target group, i.e. teenagers.

The positive image of EYOF 2009 for the Czech Republic was stressed by the massive success of young Czech athletes who won seven medals, making them the most successful Czech representation in recent history at the Youth Festivals.

## Towns and Venues

There are eight winter disciplines at the EYOWF 2011. These will take place in the following venues:

DISCIPLINE	TOWN	VENUE	KM
Alpine Skiing	Liberec	Ještěd	9
Cross Country Skiing	Liberec	Vesec	9
Ski Jumping	Liberec	Ještěd	9
Nordic Combined	Liberec	Ještěd, Vesec	6
Figure Skating	Liberec	Tipsport arena	5
Ice Hockey	Liberec	Tipsport arena	5
Biathlon	Jablonec n. N.	Břízky	10
Snowboarding	Rejdice	O <sub>2</sub> Extra park Rejdice	31

*Comment: The number refers to the distance from the Olympic village in the Technical University campus to the venue, in case of Nordic Combined the distance between the venues.*



# EYOWF 2011 info



## Media support

A year and a half prior to the launch of EYOWF 2011, negotiations regarding media support one of the biggest sport event in the Czech Republic in history are in progress. The Organising Committee had made an agreement with the newspaper group Deníky severní Čechy supported by the radio Český rozhlas Sever station on air. The EYOWF 2011 Festival will also reach young people through the popular website Libimseti.cz and the student portal my.cz.



## Whole Europe on start?

The EYOWF 2011 in the Liberec Region could break the record in number of participating countries. According to preliminary negotiations led during the EYOF 2009 in Tampere, there are countries which would like to participate for the first time in the Czech Republic. The organisers are expecting that in February 2011 there will be 1 600 participants from 49 European countries competing.



## EYOWF TEAM is increasing

Both complete beginners as well as experienced members of sport clubs of all ages are interested in taking part in the preparations for EYOWF 2011 as well as other sporting events. Since the middle of April, when the volunteer recruitment for the EYOWF TEAM was launched, 100 volunteers have applied. "We are very pleased by such a result, every day there is a new person signing up," commended Vanda Šulcová, the Volunteers Coordinator. The Organising Committee will need six hundred volunteers for the event.

## Number of the Month

**100**

Number of volunteers who have applied for EYOWF TEAM membership.