



NEWS

OLYMPIC NEWS >

OLYMPIC GAMES  
SPORTS  
ATHLETES  
NEWS  
PASSION  
ORGANISATION

## FULL STORY

Latest news, Highlights of the week, and the Olympic Review

### DISCOVER THE 2006 CELEBRATE HUMANITY CAMPAIGN



**12 October 2005**

The International Olympic Committee (IOC) today launched its 2006 promotional campaign, Celebrate Humanity, in the lead up to the Torino 2006 Olympic Winter Games. This latest version of the campaign focuses on the Olympic values of hope, dreams and inspiration, joy in effort,

friendship and fair play.

The campaign consists of two television commercials, each produced in four languages, and features former South African President and Nobel Peace Prize winner Nelson Mandela and Italian Tenor Maestro Andrea Bocelli.

These two inspirational spokespeople provide a powerful voice for the Olympic ideals.

Developed specifically for the Torino 2006 Olympic Winter Games, the latest Celebrate Humanity campaign follows on the success of the three previous campaigns for the Sydney 2000 Olympic Games, Salt Lake City 2002 Olympic Winter Games and Athens 2004 Olympic Games.

The campaign will be made available to the IOC's global broadcast partners to raise awareness of the Olympic Games, spread the positive messages of Olympism and encourage public interest in the Games

The campaign was developed and produced by the Saatchi & Saatchi advertising agency, based in New York.

LATEST NEWS

Choose a story

© IOC 2005. All rights reserved.

Find this article at [http://www.olympic.org/uk/news/olympic\\_news/full\\_story\\_uk.asp?id=1506](http://www.olympic.org/uk/news/olympic_news/full_story_uk.asp?id=1506)