



Olympic Day 2019



RUNNING ROUTE

Olympic Day is a family-friendly event promoting sport and a healthy lifestyle. The first Olympic Day was held in Lithuania on May 13, 1989. Its mission is to educate the public on a wide range of sports, to give them the opportunity to try them out, to connect with federations, clubs, coaches or athletes. The meaning of the celebration is - "Move. Find. Discover." - it's a global Olympic Day slogan that calls for curiosity and courage to discover the joy of sport. Anniversary 30th Olympic Day was in the heart of Klaipeda, Danes around the river port city residents and visitors were able to try to free as many as 100 different sports activities. They included the traditional ones: basketball, soccer, rowing or boxing, and much more exotic: bouncy, booch, petanque, lacrosse or roll. Those wishing to take a more serious competition could compete in the Affidea 5km and 10km events, which were attended by professional athletes every year. An additional spectacular sight was the 5km run - as many as 600 soldiers decided to overcome it.

The Lithuanian Paralympic Committee, the Lithuanian Deaf Sports Committee and the Lithuanian Special Olympics Committee also presented their sporting events. The event was crowned with a concert.

For the first time, the Lithuanian seaside celebration was a record one, with as many as 30,000 Klaipeda residents and city guests taking part in sporting activities,



including participants from far-flung Japan. During the venue, there are several activities for someone to experience, such as fitness workshops, tests for new sportswear and sport equipment, sport nutrition, health food and many kids' activities, music stage.

Even though "Olimpic Day 2019" considered as a local sport event, it attracts several media attention and many sponsors. The media coverage was done from radio show – "Power Hit Radio" and the national television broadcast - TV3. There were few main sponsors: "Olifeja", "Decathlon", "Novaturas", "Affidea", "Impuls". Moreover, there were several supporters from local companies.

The Olympic Day in Klaipeda was organized by the Lithuanian National Olympic Committee (LTOC) together with the Lithuanian Olympic Foundation and Klaipeda City Municipality.

The SWOT analysis follows:

Strengths	Weaknesses
<ul style="list-style-type: none">• The event is organized by the Lithuanian National Olympic Committee with the support of the city municipality• Famous Olympic athletes take part in the event• Extra physical activities that promote the idea of Olympism• A city event that attracts many families• The event is annual, traditional	<ul style="list-style-type: none">• Parking problem• Late dissemination of the event• Other physical activities away from the main event venue• Low number of foreign participants



- Special running event for kids
- Many support organizations
- Several media communication sponsors
- Lots of volunteers
- Event participant card
- Special physical activity for people with disabilities

Opportunities

Threats

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| <ul style="list-style-type: none">• Increase the number of participants in running events• Invite neighboring countries to join the event• Running events can be conducted at the beach | <ul style="list-style-type: none">• Not enough participants• Similar events at the same time• Indifference of city politicians• Weather conditions are unstable |
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