



Another Day, Another Relay: The new Winter Olympic Tradition of the Message Relay about the Peace, Youth and Environment



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Message from Salt Lake City to Torino 2006


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Message relay of SLC to Torino in 2005

- On the 28th July, 2005, the Mayor of Salt Lake City, Rocky Anderson passed the Olympic message to Torino Mayor Sergio Chiamparino using environmentally friendly transportation means that do not burn any fossil fuels.



Friday, July 29, 2005 Desert News






<http://www.comune.torino.it/olimpiadi/messaggiopace/>

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Message relay of SLC to Torino in 2005

- Message of Peace, Health, and Justice to the People of Torino, Italy: On the Occasion of the 2006 Winter Olympic Games and 2006 Winter Paralympic Games from Mayor Rocky Anderson







<http://www.comune.torino.it/olimpiadi/messaggiopace/>

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The Tradition of Message Relay

- This tradition of environmental concern began in earnest after the 1994 Lillehammer Winter Olympic Games, as it known as Green Olympic in Norway.
- From Lillehammer to Nagano in 1996, the message relayed with dog sledges and sailing boat. (sometime with airplane)

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1st environmental message relay with non-fossil energy

- From Lillehammer to Nagano: 1994. 02. 26—1996. 09. 25
- The mayor of Lillehammer, Toron, and the President of the OCOG of the Lillehammer, Heiberg, passed the Environmental message to the International Environment Expedition, which was composed with 6 members including Japanese newspaperman, Isao Nozaki.

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1st environmental message relay with non-fossil energy

- This environmental message failed to cross the Siberia with dogsleds because of the trouble of the ice melting and some more human relations, and also due to financial problems. Moreover, some times this relay tried to get the help with motor truck.
- (The accuracy of these historical factors are dependent upon the memoir of Japanese member of the environmental relay: Isao Nozaki (1998) The Days of North: The Arctic Circle, Siberia, and the Diary of Dogsleds. Create Clues (in Japanese))

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2nd Message Relay From Nagano to SLC by NASL after 1998



- The Nagano team, in turn, delivered the same message to SLC in 2000, two years advance the SLC Winter Games too without fissile fuels.
- They started by bike and bike on 13th March, 1998 after the Nagano Paralympic Games, to Shimizu City, and then they sailed out with tall ship, Kaio-Maru, and arrived at Saint Francisco on 30th June, 1999. On 13th June 2000, they started there by bike and arrived at SLC on 23rd July, 2000 on the occasion of the Pioneer Day.

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SLC News Paper: The Salt lake Tribune on July 23, 2000.



Tasaku Tsukada, second from right, rides with new friends from Draper Filday as he spreads his environmental message.

Cyclist Brings Breath of Fresh Air

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NASL in SLC

- NASL International Environmental Mission, which is a small NPO and its name is taken both from Nagano and Salt Lake and the capital of four words, Nature, Air, Sea, and Land, carried the Nagano Olympic message more than two years.



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2nd International Message Relay from Nagano to Salt Lake City

- From Nagano to Salt Lake City: 1998. 03. 12— 2000. 07. 23
- The mayor of Nagano, Tasuku Tsukada passed the "Message to Salt Lake City for peace, the Environment, and Children: From the twentieth century to the twenty-first century" to the mayor of the Salt Lake City, Rocky Anderson by the effort of NASL grassroots members with no fossil fuels.

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2nd International Message Relay from Nagano to Salt Lake City

- The Nagano Winter Olympic Game's goals were three:
 1. hosting a festival of peace and friendship
 2. fostering respect for the beauty and bounty of nature
 3. promoting the participation of children
- The Nagano Paralympic Theme was;
- 4. friendship and warmth
- The message relay hoped for to these four goals to be realized in the Salt Lake City Games, too.

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3rd International Message Relay of from Salt Lake City to Torino

- The message title is "Message of Peace, Health, and Justice to the People of Torino, Italy"
- The SLC Winter Olympic Game's aim was the "no waste" and "no emissions" Games in 2002.
- In his message, the mayor Anderson hoped "to achieve and sustain peace, to protect our world and future from climatic disaster, and to provide for the essential health care needs and the protection of our brothers and sisters around the world."
- He relayed the message together with grassroots member by bike for ten days in European leg.

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Comparison between three message-relays

	1 st Message Relay Lillehammer-Nagano	2 nd Message Relay Nagano-SLC	3 rd Message Relay SLC-Torino
The Main Message	Environment	Peace Environment Children	Peace, Health (human, earth) Justice

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Comparison between three message-relays

	1 st Message Relay Lillehammer-Nagano	2 nd Message Relay Nagano-SLC	3 rd Message Relay SLC-Torino
Financial support	Donation & sponsored (Mainly) Private property NAOC (partly)	NAOC (mainly) Donation Private property	Tax of SLC Donation (mainly)

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Comparison between three message-relays

	1 st Message Relay Lillehammer-Nagano	2 nd Message Relay Nagano-SLC	3 rd Message Relay SLC-Torino
Remarks	Failure (because of using airplane in last stage)	Support van, camper (support hybrid car)	Support van

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The similarity of three message-relays

- Using the environmentally friendly measures of transportation without using fossil fuels.
- Commonality of the message including the environmental appeal
- The main persons were volunteers and no OCOG members.
- The budgets of the relay covered partly by donation

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The features of each relays

- 1st relay: using the dog sledges; unfinished section in the Siberia leg because of ice melting and inevitably using the airplane to pass the message to final destination
- 2nd relay: the message including not only the environmental appeal but also peace and the children's international friendship; getting the approval signatures of heads of cities when they passed by the city; first successful finish of message relay without fossil fuels.
- 3rd relay: short term relay only for 4.5 months; the message appealed for the human health along with environmental and peaceful appeals; relay costs were partly covered with civil tax; the mayor of the Salt Lake City Rocky Anderson played a strong role.

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Concluding Remarks

- These grass-roots Olympic movement appealing on behalf of the peace and environment do not usually have a significant impact on the Olympic media. It is because of the lack of big sponsorships and financial aid from the IOC and the OCOG, and especially because of absence of the Olympic heroes and heroines.

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- In the case of 2nd relay, however, the Japanese newspaper media supported the message relay, and 3rd relay was covered on the website; <http://www.slc2torino.com>, the under-exposure of the media coverage's of the relays were common phenomenon. Moreover, there was some misunderstanding in the newspapers in relation to the origin of message-relay and the contents of the Salt Lake City message. For example, the newspaper caption, "the messages for peace, environment, and children," was not true in case of Lillehammer but in the Nagano to Salt Lake City messages. The renowned caption of Salt Lake City's message as "Peace, Youth, and Environment" is misunderstood, because the Salt Lake City message was in reality "Peace, Health, and Justice."

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- As the advocate for the Olympism and Olympic Movement, we Olympic scholars have to take action to research about grass-roots conduct, and their main concerns and purposes in order to continue this type of peaceful and environmental message on to next generation. More recognition, more commitment, and more action, is need.
- "Now, it's your turn!"
- Well, TOROC and people of Torino, this is the phrase by the head of NASL International Environmental Missions, Yasushi Kurashima, when he made the arrival speech in Salt Lake City.
- Are you ready?

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