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Published on *fina.org* - Official FINA website (<https://www.fina.org>)

FINA brings top-stars Phelps and Guo to motivate athletes at the Youth Olympic Games

FINA Communication Department

The International Olympic Committee (IOC) announced the list of the Athlete Role Models (ARM), supporting the first edition of the Youth Olympic Games, taking place in Singapore from August 14-26, 2010. FINA has the privilege of having its best Swimmer and Diver involved in this promotional action: Michael Phelps, winner of 14 Olympic gold medals (and 22 at the FINA World Championships), is one of the two overall Ambassadors of the competition, while in Diving, Guo Jingjing (CHN) will be the ARM for all young participants in the Games. Guo has four Olympic and 10 World Championships' gold medals.

The Athlete Role Models will be in Singapore to mentor the 3,600 athletes who are expected to attend the Youth Olympic Games. Among other activities, the ARMs will spend time with the athletes and will participate in activities during the Culture and Education Programme, which will focus on five themes: Olympism and Olympic values, skill development, well-being and healthy lifestyles, social responsibility and expression through digital media.

Athletes at the Youth Olympic Games will be encouraged to engage in conversation with the ARMs, who will attend the competitions, visit the Youth Olympic Village and feature in "Chat with Champions" forums designed to inspire and educate the participants with personal accounts of their own dreams and experiences, and the challenges they have overcome.

Phelps [1] and Guo [2] were recently elected "Athletes of the Decade 2000-2009" by the "FINA Aquatics World Magazine".
