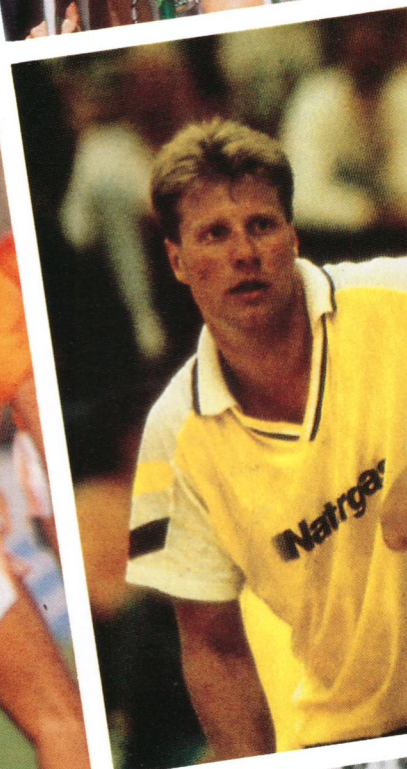
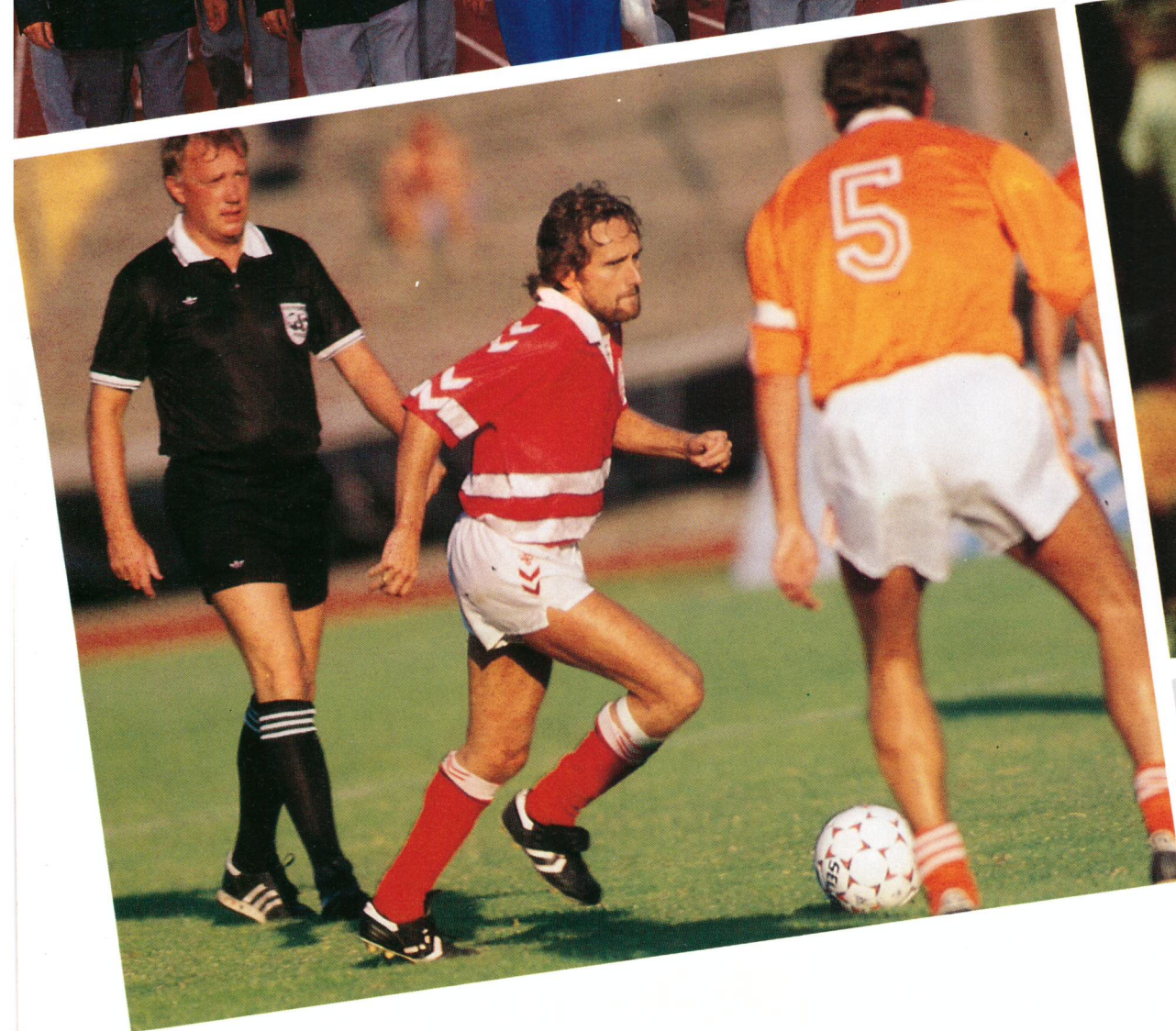
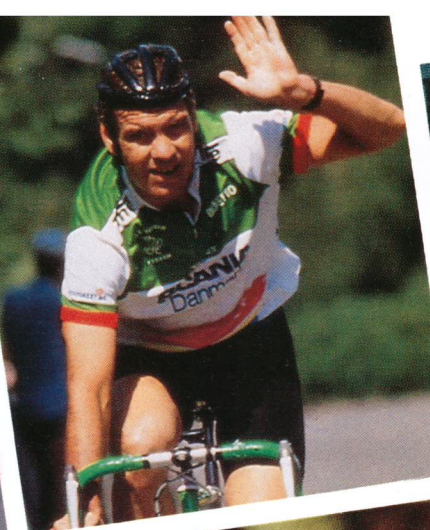




»SPORT FOR LIFE«



Sport for Life is the philosophy behind the foundation of the Masters Games. Sport should attract everyone and bring pleasure and benefit throughout our lives. It should be a natural part of our everyday pattern of life.

In the past, national and international sports associations and the Olympic movement used to concentrate their efforts towards elite sport. However, today there is an increasing interest in sport for all which has given sport a central role to play in the development of modern society

The Masters Games can contribute to enhancing this development. By eliminating politics and national prestige, Masters Games thrive on the original principles of sport. Sport for sport's sake with enjoyment as the true driving force. What really matters is taking part and bringing out the best in oneself. – As long as it is fun.

Sport is not a question of age, all it takes is commitment. And the pleasure of being active is the driving force. In a time when being young seems to be a quality in itself,

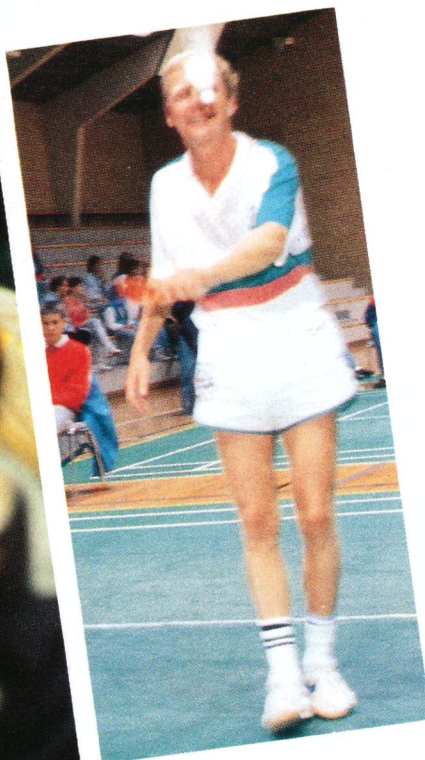
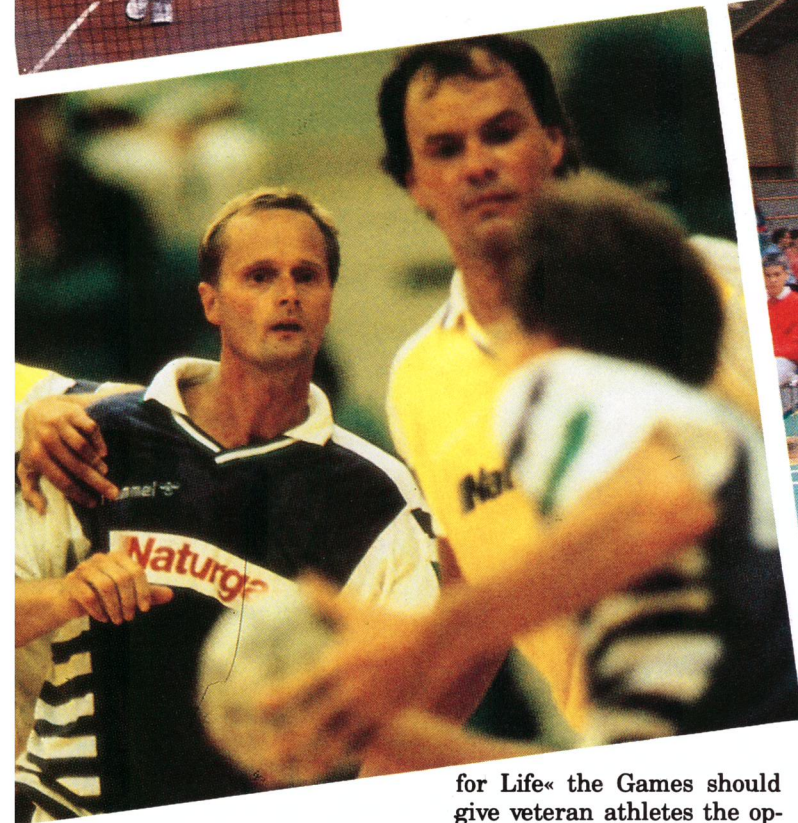
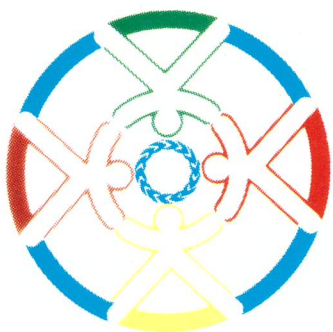
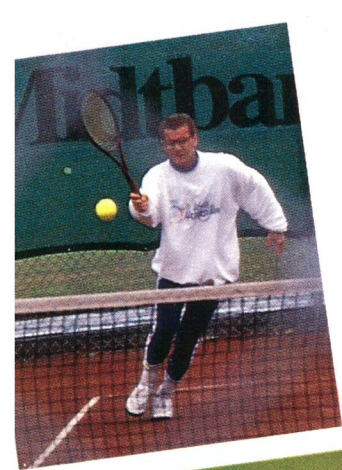
the Masters Games can challenge this attitude.

MASTERS GAMES

The concept

A four-yearly multi-sports event based on the ideals of *Sport for Life* and *Sport for All*. The Games, conducted in a similar format to the Olympics, bring together competitors from around the world to participate in a variety of events. However, the Masters Games focus on sport for sport's sake with enjoyment as the true driving force.

Under the motto of »Sport



for Life« the Games should give veteran athletes the opportunity of experiencing once again the exhilarating atmosphere one will find when sports people from all around the world meet in friendly competition and get together socially.

The Masters Games let the competitors test their form against competitors of the same age and same sporting level. The age requirement is based on the sporting activity; e.g. the minimum age for athletics is 40, for swimming it is 25.

Cities selected to host the Games are required to have the necessary sports facilities available so that the Games do not necessitate new capital investments.

Complementing the sporting event should be:

- I) *Tourism* opportunities for the participants.
- II) Relevant *conferences* e.g. sports medicine.
- III) *Cultural and social events.*

The Trust: Foundation for Masters Games

The Masters Games are ow-

ned by a Trust called »The Foundation for World Masters Games«. The Trust is constituted by three Danish cities: Herning, Aalborg and Aarhus, and the Confederation of Danish Sport.

The running of the Trust is managed by a Board which at present consists of five members:

- One member from each of the city councils of Herning, Aarhus and Aalborg.
- Two representatives appointed by the Confederation of Danish Sport.

The present Board of the Trust would find it valuable to have international sports bodies involved and therefore finds it desirable that GAISF appoint a further two members to the Board of the Trust.

The key objects of the Trust are:

1. To hold summer Masters Games every four years.
2. To hold winter Masters Games every four years. The first are planned to be held in 1991.

The Trust has the exclusive right to stage and market the Masters Games.

The trust funds will be

raised through the sale and leasing of the rights to host cities and in revenue from sponsors, advertising, television rights, royalties and any sale of products or services in connection with the Masters Games. There are no private interests in the Trust and the funds of the Trust may only be used in connection with the planning and executing of the Masters Games.

It is intended that a Trust secretariat will be maintained to support Minnesota with the 1993 Masters Games and to promote the Masters Games at various international sports events.

International Board of Governors

An International Board of Governors is to be established consisting of eight members, one from each of the continents, one from the host country's sports organizations and one from the next host country. Their responsibility will be to ensure that the sporting elements of the Masters Games are in order.

The members of the former International Board of Governors were appointed personally by the first WMG Sports Foundation in connection with the first games in Toronto. However, the Board of the Trust finds it desirable that the future Board of Governors is elected by GAISF.

1993 Masters Games

The 1993 Games were allocated in February 1989 to the twin cities of St. Paul and Minneapolis, Minnesota, USA. They now have four years to promote their Games. Already they have distributed 50,000 preliminary brochures and they had a strong presence at the 1989 Games.

The Americans are understandably nervous about the Masters Games. They have the location and appear to have the organization and facilities to make the 1993 Games a success. If they cannot do that, then no country can.

1991 Winter Masters Games

The interim Board of the Trust is presently studying a number of offers to organize Winter Masters Games in 1991.

»SPORT FOR LIFE«

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