



TWO YEARS OUT, ANOC COMPLETES COORDINATION MEETINGS WITH LOCAL ORGANIZING COMMITTEE IN SAN DIEGO

San Diego, CA; October 18, 2017: The Association of National Olympic Committees [ANOC] Events Working Group delegates have given the green light to the San Diego Exploratory Foundation [SDEF], hosts and exclusive marketing rights holders of the ANOC World Beach Games in 2019, to move to the next phase of preparations, after two days of successful coordination meetings in San Diego.

With just under two years before the inaugural event's Opening Ceremony on October 10, 2019, SDEF's immediate priority will be continuing to secure global commercial partners, before presenting a progress report to the 206 National Olympic Committees at the ANOC General Assembly in Prague from November 2-3, 2017.

The coordination meetings addressed every aspect of ANOC World Beach Games planning, including the sports program, venues, athlete experience, technology, cultural celebrations, transport and communications. The delegation from the ANOC Events Working Group also visited the Mission Beach site, alongside the SDEF leadership and local beach sports experts.

Speaking from San Diego, ANOC Secretary General Gunilla Lindberg said: "The Local Organizing Committee has made great progress in creating interest in the marketplace. We believe their plans are robust and promise an outstanding ANOC World Beach Games experience for the NOCs of the world and their athletes. We look forward to working as a team to ensure the success of the inaugural ANOC World Beach Games San Diego 2019."

Timothy Fok, Chairman of the ANOC Events Working Group, said: "It was a very productive few days of meetings in the wonderful city of San Diego. The ANOC World Beach Games was always a key priority for this Working Group, so we are pleased to see the project progressing so well. Now with two years to go, together we are ready to step up our preparations for our inaugural event in 2019. We look forward to hearing the LOC's next update at the ANOC General Assembly next month."

Vincent E. Mudd, Chairman of the SDEF Board, said: "As exclusive marketing rights holders for the inaugural ANOC World Beach Games, SDEF has been able to get into the marketplace and gauge interest. We are pleased to say that prospective sponsors understand our vision and the power this event has to connect with the Millennial and Generation Z demographic.

"We believe in clean water and clean Games. That means a deep commitment to sustainability and ensuring the ANOC World Beach Games San Diego 2019 drives awareness and inspires action in environmental protection."

USOC CEO Scott Blackmun said: "The 2019 ANOC World Beach Games in San Diego is a great opportunity for the United States to welcome the world's athletes to an innovative and youth-focused global sports event. The United States Olympic Committee is grateful for SDEF's recent efforts and we look forward to continued progress."

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NOTES TO EDITORS

About the San Diego Exploratory Foundation

The San Diego Exploratory Foundation (SDEF) is a non profit organization committed to elevating San Diego on a global platform by attracting world caliber sporting events and innovative projects that ultimately impact the economic and social goals of the region.

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About ANOC

The Association of National Olympic Committees (ANOC) was established in June 1979 during the Constitutive General Assembly in San Juan, Puerto Rico. Over the last 36 years, the number of National Olympic Committees (NOCs) whose interests ANOC represents has risen to 206.

ANOC is administered from its headquarters in the Olympic Capital, Lausanne, where it has been based since June 2010. When the ANOC President Sheikh Ahmad Al-Fahad Al-Sabah was elected in April 2012 his stated objective was to reform, modernize and professionalize the organization in order to better serve the needs of the world's NOCs.

Under Sheikh Ahmad Al-Fahad Al-Sabah's visionary leadership, ANOC has strived to protect and promote the collective interests of the NOCs by delivering an unprecedented level of assistance and support. ANOC also aims to build and strengthen the relationships between the NOCs and the Olympic Family for the benefit of the entire Olympic Movement.

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