

3A Olympic bid



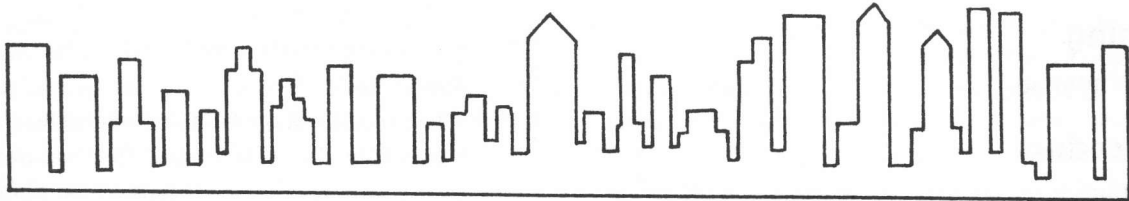
Olympic Games Fact Sheet

The Olympic Games take place over sixteen days. During this time over 10,000 athletes and about 5,100 officials from 200 countries take part in 300 events in 28 different sports. These athletes, officials and spectators are joined by 15,000 media personnel providing various forms of coverage for a world-wide audience of 3.5 billion. So, with a total cost of over

\$2 billion, it is not surprising that the Olympic Games are backed by some of the world's leading financial and insurance companies as well as technology and systems sponsors. Providing the environment and resources for a successful Games takes planning and management. Making the Games special takes a special kind of magic. Can your city offer this?



City Requirements



Accommodation

- A modern stadium which can safely accommodate a crowd of 100,000 people
- Accommodation for 25,000 people who visit the city
- An Olympic village for 10,000 athletes and 5,000 staff must be provided near the stadium

Transport

- To and from the stadium (10,000 passengers per hour)
- For athletes, media and spectators to arrive at an airport and travel into the city

Security

- For the city and for the stadium

Press Facilities

- Full TV and communication facilities for about 5,000 media representatives

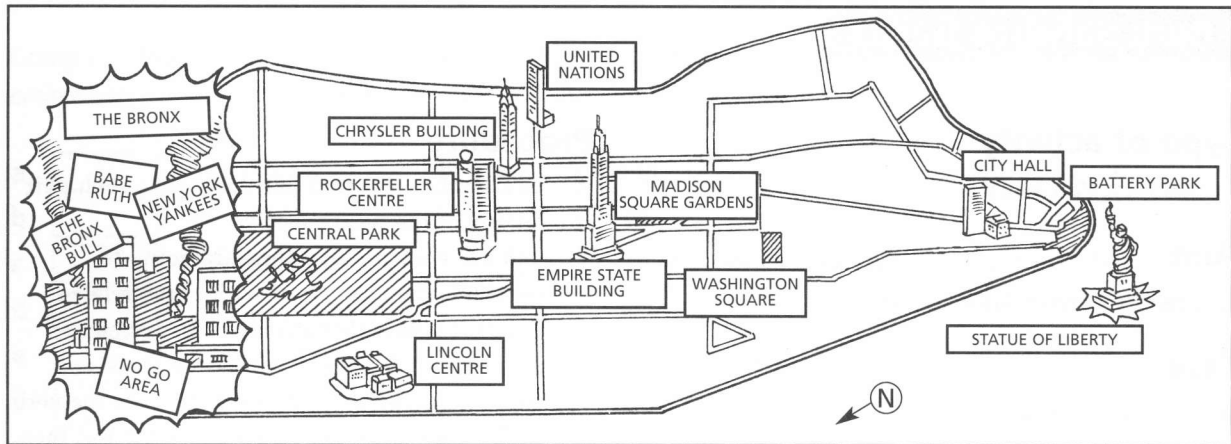
Environment and Multicultural Issues

- Policy for minimising pollution caused by the Games and protecting the natural environment (e.g. modern and innovative transportation)
- Policy for encouraging multicultural understanding, friendship and solidarity

Costs

- The city or regional/national government must agree to take responsibility for the cost of the Olympic Games

3B The Bronx



A The Bronx is considered to be one of the most dangerous areas in New York City and has one of the highest crime rates in the whole of the USA. The major effort has been to restrain the spread of slums, with their abandoned and burned-out buildings, closed-down stores and spreading crime. South Bronx is infested with drug addicts and pushers who lurk in abandoned buildings, the windows of which have been covered with metal and the doors of which are bricked up. Many areas within the Bronx are considered such no-go areas that the police often pick up straying tourists who accidentally go there after visiting Central Park.

B The image of the Bronx has been made even more infamous by a string of films based around the area. *Rumble in the Bronx*, starring Jackie Chan, is about a Hong Kong policeman who visits the area to attend his uncle's wedding but ends up fighting with the local Mafia and a local motorcycle gang. Robert De Niro's first film as a director is also set in the Bronx. *A Bronx Tale* deals with the problems of a young boy who witnesses a crime and refuses to speak to the police. The local Mafia rewards him by allowing him to become one of the group. Probably the most famous Bronx film is, however, *Raging Bull* starring Robert De Niro as an arrogant young boxer.

C Over one quarter of all families in the Bronx is headed by a single woman. The area has been designated an EZ area (Empowerment Zone entitled to special financial assistance from the Federal government). In 1990 the US census concluded that 42 per cent of the residents of the Bronx lived below the poverty line. Only 50 per cent of Bronxites are in employment which is 15 per cent less than the national average. The high crime rate combined with the levels of poverty mean that the death rate in the area is over 200 times that of New York City as a whole. Incredibly some social groups in the Bronx have life expectancy rates which compare with third world countries.

D The Bronx is home to the New York Yankees, the most successful baseball team in the USA. The team's nickname is the "Bronx Bombers". Several of the street names of the area are named after famous players, for example, Babe Ruth Plaza on 161st Street is named after Babe Ruth. Considered to be the best New York Yankee of all time, the "Babe" played in the 1920s, heading a batting line-up that was so good it was referred to as "Murderers' Row". Boxing also plays a major role in the Bronx. Jake La Motta grew up in a Bronx slum and turned to boxing while in jail. His first professional bout was in 1941, and on February 5th, 1943, he gained national recognition by handing Sugar Ray Robinson his first defeat. Nicknamed "The Bronx Bull" he lacked any great finesse and often allowed himself to take a severe beating before ferociously turning on his foe.