

(Profilannons för IOK och SOK:)

A B C D E F __ H I J K L M __ P Q R T U V X Y Z

Some letters can't just be used any way you like

The commercial use of the letter combination OG is restricted. Transgression is carefully supervised and the fines are severe. The same goes for words like Olympic, Olympiad and the use of the Olympic symbol.

Only a few organisations and companies have the right to use these concepts and symbols. A right they have earned through great contributions to the Olympic movement.

It might seem petty but consider the opposite; that it was free to everyone's disposal. That anything could be called OG. That anyone and anything could have OG-status. That it was free of charge.

Who would then finance the event that we now are facing?

Who would support the efforts of young athletes?

Who would make an effort?

Who would care?

(finstilt ovanför sponsorernas logos)

The International Olympic Committee and the Swedish Olympic Committee owe great gratitude to the companies who have contributed to the XX Olympic Games. Thank you for keeping the Olympic dream alive.