



Giana Angelopolous-Daskalali and the 2004 Athens Olympic Games Harvard Case Solution & Analysis



ATHENS 2004



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A world map with various regions color-coded: North America (red), South America (green), Africa (orange), Europe (blue), Asia (teal), and Australia (purple).

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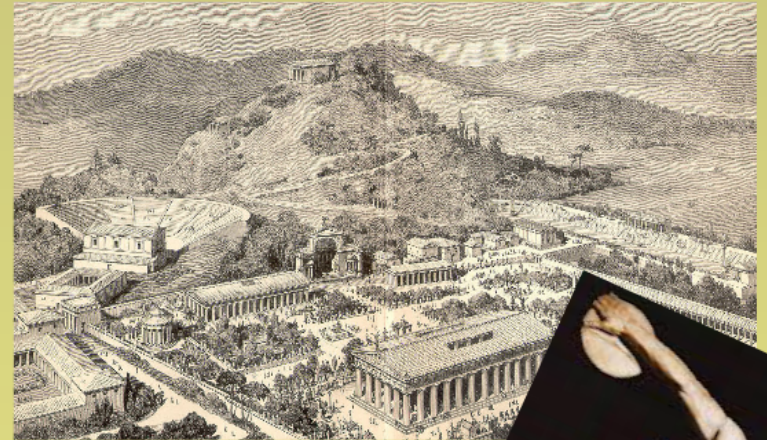
GREECE

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Ancient Olympia

The Ancient Olympics first began in 776 BC. They were a series of athletic competitions at Olympia, which were held in honour of the Greek God, Zeus. During these games, and "Olympic Truce" was formed in order for athletes to travel safely to Greece for the games. The athletes who were victorious were given olive leaf wreaths or crowns, or would be given a palm branch as audience members threw flowers to them. Also, red ribbons were tied on the heads and hands to symbolize victory.



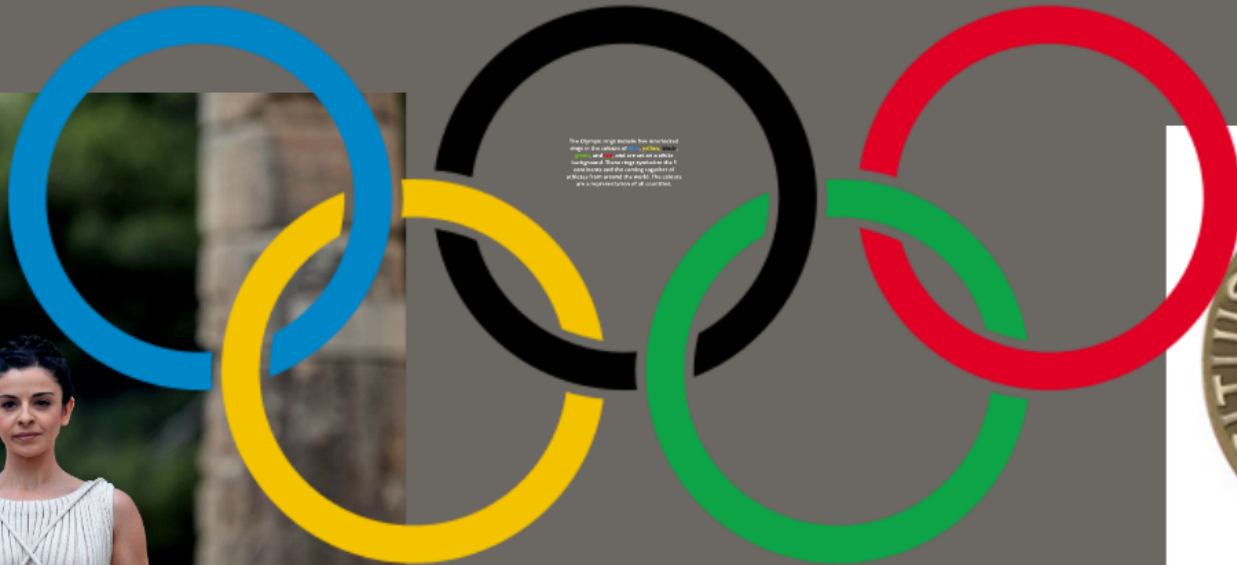
Modern Olympics




The first modern day Olympics were held in the summer of 1896 at the Panathenaic Stadium in Athens, Greece. These games included 14 nations (241 athletes) participating in a total of 43 events.

Olympic Symbols

Some symbols of the modern Olympic Games include the Olympic rings, the flame, and the motto.



The Olympic rings include five interlocked rings in the colours of **blue**, **yellow**, **black**, **green**, and **red**, and are set on a white background. These rings symbolize the 5 continents and the coming together of athletes from around the world. The colours are a representation of all countries.



The Flame is a memory of the Ancient Olympics. The flame goes on a journey from Olympia , where it is lit, to the host city of those Olympic Games. Every new Olympic Games, a new torch is created. The torch is passed from runner to runner and can not be put out.