



**FOR IMMEDIATE RELEASE**

Saturday, May 10, 2008

Contact: Elizabeth Gunn  
(305) 818-7188

[egunn@miamisports.org](mailto:egunn@miamisports.org)

**MIAMI-DADE SPORTS COMMISSION LAUNCHES F.L.A.M.E. PROGRAM  
DURING OLYMPIC WEEK IN AMERICA**

MIAMI – The Miami-Dade Sports Commission (MDSC), in partnership with the United States Olympic Committee (USOC), conducted the first ever one-day Finding Leaders Among Minorities Everywhere (F.L.A.M.E.) program in Miami today at the Hilton Miami Downtown.

The F.L.A.M.E. program, originally targeted to college students, educates and encourages minority youth through dynamic sessions presented by Olympians and Paralympians who espouse the Olympic Ideals of Vision, Discipline, Commitment, Persistence and Focus. High school F.L.A.M.E. participants are selected by school and community group administrators.

The program is one of many conducted by the USOC and carried out in conjunction with Olympic Week in America (May 5-9), which is a week-long educational program consisting of lesson plans and activities for grades kindergarten through eighth and coincides with National Physical Fitness and Sports Month. The Olympic Week in America program was created for educators' use in expanding student awareness and appreciation of the Olympic and Paralympic Games and the Olympic Movement.

Also taking place this week was the "Real Athletes Show Respect" campaign at Nautilus Middle School in Miami Beach. Olympian Gary Hall, Sr. (Swimming) spoke to over 200 students about the importance of having respect and what it means to show respect in athletic competition and in life.

**About the MDSC:** The Miami-Dade Sports Commission was created by the Miami-Dade County Board of County Commissioners in 2003, and opened for business in April of 2004 as a 501 (c)(3) nonprofit organization. The Sports Commission promotes sports in Miami-Dade County, and works to secure sports events that will generate economic impact for the community. The Miami-Dade Sports Commission is a proud partner of the United State Olympic Committee's Community Partner program. For more information about the MDSC please visit [www.miamisports.org](http://www.miamisports.org)

*For more information, please contact the Miami-Dade Sports Commission at (305) 818-7188. For specific USOC information, please contact the USOC's Media & Public Relations Division at (719) 866-4529.*

- ### -