

USOC LETTER OF SUPPORT

THE UNITED STATES OLYMPIC COMMITTEE has made an unprecedented decision to allow the on-site use of the USA 5-Ring logo at the Art of the Olympians Museum and has also offered additional resources as necessary to support this inspiring effort of extending the philosophy behind Olympism. This letter from Norman Bellingham, COO of the USOC to Charlie Crist, Governor of Florida, testifies to the commitment of the USOC.

Norman D. Bellingham
Chief Operating Officer



June 9, 2009

Dear Governor Crist,

On behalf of the United States Olympic Committee, I extend my full support for Cathy Oerter and her inspiring efforts to establish the Art of the Olympians Museum, Gallery and Educational Center of Excellence.

I had the privilege of knowing Al Oerter, not only as a legendary four-time Olympic Gold Medalist in discus, but also a noble man passionate about the arts and education. Al established the vision of the Art of the Olympians before his passing in October of 2007. Oerter's life and concept represent a fundamental view that the Olympic Movement's impact transcends sport. Rather, Olympism is a philosophy of life rooted in the balanced development of the mind, body and character, combining culture and education with a view to promoting peace, understanding, dignity, fair-play and respect for others.

To demonstrate our commitment to the vision of the Oerters, the U.S. Olympic Committee will extend the USA 5-Rings to be used onsite at the Art of the Olympians Museum, Gallery and Educational Center of Excellence and offers resources as necessary to help develop the concept, connect with Olympians and directly represent the Olympic Movement in Publicity and fundraising. Typically the USA-5 Ring logo can only be used with a multi-million dollar sponsorship agreement or on the land owned and operated by the USOC in Lake Placid, Ny Chula Vista, CA and Colorado Springs, CO. However, for this essential and inspiring concept, we are making an unprecedented exception.

In return for the presence of the fully sanctioned USA 5-Rings in Florida and the economic, cultural and educational benefits Florida will reap from the Art of the Olympians Museum, I propose that the State of Florida bring forward funding and resources to make Al Oerter's vision a reality. The impact of the Museum will be felt statewide, by drawing an international audience, world media attention and business development.

Please do not hesitate to contact me with questions. I look forward to working with you, on behalf of the USOC, to enable the construction and development of the Art of the Olympians Museum, Gallery and Educational Center of Excellence.

Kindest Regards,

A handwritten signature in black ink that reads "Norman D. Bellingham".

Norman D. Bellingham
Chief Operating Officer