



Campaigning communications

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## **VERO WINS THREE NEW CLIENTS**

VERO, the international sport business consultancy, is pleased to announce three important new client wins - the International Paralympic Committee (IPC), Rio 2016 (the Candidate City bidding to host the 2016 Olympic and Paralympic Games) and Beyond Sport (a major new global charity backed by former Prime Minister Tony Blair).

### **INTERNATIONAL PARALYMPIC COMMITTEE (IPC)**

The IPC, the global governing body of the Paralympic Movement, has appointed VERO to advise on its brand and marketing strategy.

Commenting on the appointment, **Karen Webb, VERO Director** said: "We are delighted to be working with such an inspirational organisation at such an exciting time for Paralympics sport. Following the huge success of Beijing and ahead of London 2012, now is exactly the right time for the IPC to take its brand to the next level. The IPC has made some remarkable achievements in their relatively short history and we aim to help them to promote Paralympic sport through commercial support."

**Xavier Gonzalez, CEO of the IPC** said: "VERO has unparalleled brand and marketing understanding from extensive and direct Olympic and Paralympic Movement and Games' experience. Combined with their unique knowledge of the London 2012 landscape, this makes them a great advisor for the IPC. We are delighted to be working with them."

VERO has been appointed by the IPC to develop a dynamic brand and marketing communications strategy and provide council across a range of brand, marketing and sponsorship opportunities.

The IPC organises the Summer and Winter Paralympic Games, and serves as the International Federation for nine sports, for which it supervises and co-ordinates the World Championships and other competitions.

### **RIO 2016**

Rio 2016, the organization leading Rio de Janeiro's bid to host the 2016 Olympic and Paralympic Games, has appointed VERO as its strategic campaign and communications agency.

**Mike Lee, CEO of VERO** and lead on the account, said "We are extremely excited to be working with Rio, one of the world's most iconic cities. Over the next 12 months we will ensure Rio 2016 communicates its vision and plans for the 2016 Games in the most powerful, compelling and relevant way possible, whether to the IOC, wider Olympic Family or international media. They have a great story to tell and it is our role to ensure they tell it well. As part of our growing international offer, VERO senior consultant Catherine St-Laurent will be part-based in Rio to lead the national communication campaign as well as manage the day-to-day implementation of the international communications activities leading up to the final selection."



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**Carlos Arthur Nuzman, President of the Rio Bid team** and Brazilian National Olympic Committee said “We are very pleased to be working with the VERO team, particularly because we feel that London ran a great, professional and compelling campaign with a powerful message at its core that genuinely resonated with members of the Olympic Family. The VERO team offers a unique understanding of the components for a winning campaign and have valuable international communications experience and contacts which we believe will help us win the right to host the 2016 Games.”

The International Olympic Committee will select the 2016 Host City on 2 October 2009 at their Congress in Copenhagen.

### **BEYOND SPORT**

Beyond Sport, a global charity backed by former Prime Minister Tony Blair, that seeks to promote the power of sport as a vehicle for social change, has appointed VERO to advise on its brand, communications and stakeholder relations. Given the charitable status of Beyond Sport, VERO will be working pro-bono.

London will host the first ever Beyond Sport summit in July 2009 where high profile international speakers from the world of politics, business, sport and NGOs are expected to attend. Beyond Sport’s ambassadors include Tony Blair, Lord Coe, Sergey Bubka, Simon Fuller (Founder, 19 Management), Nawal El Moutawakel (IOC member), Lucas Radebe (FIFA ambassador), and Ron Pundak (ceo, Peres Centre for Peace). More information can be found at [www.beyondsport.org](http://www.beyondsport.org)

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### For more information

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[www.verocom.co.uk](http://www.verocom.co.uk)

### About VERO

VERO was established in January 2006 by Mike Lee OBE, former Director of Communications and Public Affairs for London’s successful 2012 Olympic bid. It offers a narrative-based and campaigning approach to all internal and external relations and brand building. It has worked with a wide variety of organisations in the business of sport including England & Wales Cricket Board, Glasgow 2014, International Association of Athletics Federations (IAAF), International Rugby Board (IRB), Liverpool FC, Premier Rugby Ltd, Setanta Sports, Siemens, Singapore 2010, UEFA, UK Athletics, UK Sport, Visit Britain, Visit London, West Ham United FC and the Women’s Sport & Fitness Foundation.