



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Archives Center 2002 Winter Olympics Collection

NMAH.AC.0806

Kelly Gaberlavage

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Archives Center 2002 Winter Olympics Collection
Date:	2002
Identifier:	NMAH.AC.0806
Creator:	Rubin, Jamee Little, Meg Chase, Kevin Smucker, Conrad Chase, Ellen
Extent:	0.5 Cubic feet (3 boxes)
Language:	English .
Summary:	Ephemera from the 2002 Winter Olympics in Salt Lake City, Utah, including advertising, packaging, program books, ticket stubs, maps, spectator and media guides, and other printed ephemera.

Administrative Information

Immediate Source of Acquisition

Collection transferred by Conrad Smucker, Meg Little, Ellen and Kevin Chase, and Jamee Rubin.

Processing Information

Collection processed by Kelly Gaberlavage, intern, 2004.

Preferred Citation

Archives Center 2002 Winter Olympics Collection, Archives Center, National Museum of American History.

Restrictions on Access

Collection is open for research and access on site by appointment.

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Historical

Salt Lake City, Utah is a unique metropolis bordered on the east by the Wasatch Mountain range and grounded in the Mormon faith. Established in 1847 by Brigham Young and his followers, the settlers carefully established a sophisticated irrigation system that allowed the city to be both fertile and green despite the arid region. They also meticulously planned the city in large square blocks allowing space for homes, businesses, and worship. Today, the city is sprawling with new diversity, culture and arts.

Salt Lake City's pleasant environment, friendly residents, and snow covered mountains soon began to appeal to the International Olympic Committee. After three decades of competing to host the Olympics the city was given its chance in November 1991 when it was ratified as a candidate city for the 2002 Olympic Winter Games. On June 16, 1995 Mr. Juan Antonio Samaranch president of the IOC announced Salt Lake City as the winner.

Once chosen to host the Olympics, Salt Lake City had to work to incorporate the city's own unique history and culture into the Games. The emblem for the 2002 winter games represents the city and its occupants with jagged, solitary, and bold lines symbolizing their ability to overcome differences and embrace one another for the common good. The colors in the emblem represent the changes in seasons and the diverse population of the city. The official mascots of the Olympic Games are the hare, the coyote, and the bear. They represent the swiftest, the highest, and the strongest based on Native American folklore.

The XIX Olympic Winter Games went on successfully in Salt Lake City. As a reminder of these events we are left with merchandizing and other products used to promote the Games.

All four donors were spectators at the 2002 Winter Olympics.

Scope and Contents

This artificial collection contains guide books, newspapers, promotional merchandise, advertisements pertaining to the Olympics, tickets, and programs. The material is generally from the year 2002 and trademarked in 1997. The materials are arranged by subject.

Arrangement

Collection is arranged into one series.

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

Olympics

Types of Materials:

Advertising
Maps -- 21st century
Packaging
Programs -- Sports
Tickets

Names:

Olympic Games (2002: Salt Lake City, United States)

Container Listing

Box 1, Folder 1	Pre-show Programs, 2002-02
Box 1, Folder 2	Spectator Guide, 2002-02
Box 1, Folder 3	Guide for Television Coverage, 2002-02
Box 1, Folder 4	Media Guide, 2002
Box 1, Folder 5	Olympic Program, 2002-02
Box 1, Folder 6	Venue and Event Maps, 2002
Box 1, Folder 7	Maps, 2002
Box 1, Folder 8	Tickets, 2002-02
Box 1, Folder 9	Color Card used for Audience Participation
Box 1, Folder 10	Corporate Advertising, 2002
Box 1, Folder 11	Magazines, 2002
Box 1, Folder 12	Postcards, 2002
Box 1, Folder 13	Stamps, Envelopes, and Cards, 2002
Box 1, Folder 14	Olympic Sales Tags and Key Cards, 2002
Box 1, Folder 15	Memo to CoSports Managers, 2002-02
Box 1, Folder 16	Stories of Athletes, 2002
Box 1, Folder 17	Program for Closing Ceremonies, 2002-02
Box 2, Folder 1	Guide to the Art Festival, 2002-02
Box 2, Folder 2	International Newspaper, 2002-02
Box 2, Folder 3	Salt Lake City Weekly's Olympic Edition, 2002-02
Box 2, Folder 4	Corn Flakes Olympic Boxes, 2002
Box 2, Folder 5	McDonald's Advertising, 2002

Box 2, Folder 6	Olympic Gift Bag with Emblem, 2002
Box 2, Folder 7	Olympic Shopping Bag, 2002
Box 2, Folder 8	Roots Shopping Bag
Box 2, Folder 9	USA Today Newspaper: Men's Bobsledding, 2002-02
Box 3	Italian Flag from Closing Ceremonies
Box 3	Kleenex Olympic Pack from Closing Ceremonies