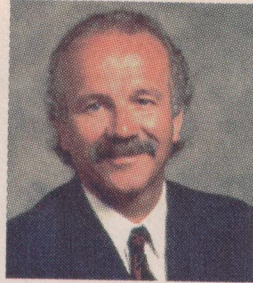


1998 NIKE WORLD MASTE

NIKE CHAIRMAN/CEO INVITES CORPORATE PARTNERSHIP

As the countdown to the 1998 Games begins, NIKE Chairman/CEO Phil Knight encourages corporate partners to unite in support of the world's largest participatory multisport event. **Corporate Partnership, Page 2.**



VALUE OF PARTNERSHIP: NIKE President Tom Clarke joins Phil Knight in encouraging corporate partnership for the 1998 NIKE World Masters Games.



WEDNESDA

502...501...500...PORTLAND COUNTDOWN TO 1998 NIKE

Every four years, the World Masters Games bring together thousands of athletes from around the globe for the largest participatory multisport competition in the world. Portland, Oregon and several surrounding communities have been selected to host the 1998 Games from August 9-22. Inspired by the ideals of the original Olympic movement, the Games celebrate the simple joy of athletic competition. The Games are open to all competitors — past champions, people who have never competed at an elite level and others who are returning to their sport after retiring. Athletes compete as

individuals or as teams and not for their country.

NIKE, known to athletes the world over and a name synonymous with athletic excellence, is the official title sponsor of the Games. NIKE, the city of Portland and the state of Oregon have committed to conducting a world-class, state-of-the-art international multisport event where the athlete comes first.

The 1998 Games in Portland will mark the fourth time this exciting event has been held. The first World Masters Games were held in 1985 in Toronto, Canada. Subsequent Games have been held in Denmark in 1989

and Brisbane, Australia. The Games drew an amazing 25,000 athletes from 71 countries are expected to compete.

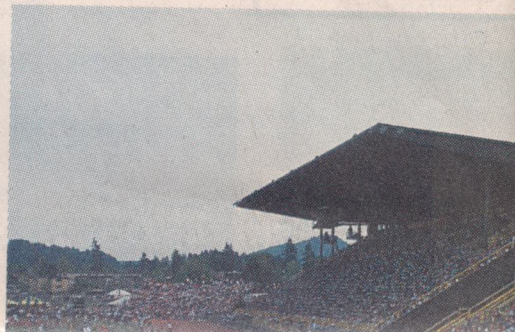
Twenty-five sports will be featured in the Games, including track & field, baseball, bowling, cycling, diving, soccer, golf, rugby, sailing/windsurfing, softball, squash, tennis, tennis, table tennis, water polo and water skiing. The Games will be held in Portland, the

STATE OF OREGON SHARES IN HOSTING THE WORLD MASTERS

"The Global Celebration of Sport for Life.™"

The state of Oregon is one of the most scenic in the country. The Pacific Ocean crashes on rocky shorelines as a glacier-covered volcano towers 11,000 feet above sea level. Ancient coastal forests loom so thick that no ray of sunshine reaches the ground.

Visitors to Oregon are struck by the contrast between the "wet side" of the state on the ocean-facing slope of the Cascade Range and the



RS GAMES

What international sporting event is expected to draw twice as many athletes as the 1996 Olympics?

Answer: 1998 NIKE World Masters Games.

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TODAY!



<http://www.worldmasters.org>

, March 26, 1997

AND, OREGON USA BEGINS THE WORLD MASTERS GAMES

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dsurfing, shooting,
swimming, table
athlon, volleyball,
ghtlifting.

"City of Roses,"

combines a passion for sports and recreation with an international reputation for livability and breathtaking scenery. With 1.7 million residents, the Portland metropolitan area is also famous for noted attractions such as the International Rose Test Garden, the Washington Park Zoo, the Japanese Gardens and the Performing Arts Center, which ranks among the U.S.'s top five in attendance.

Walking along Portland's streets you'll find more than 50 art galleries, 20 museums, countless coffeehouses and thousands of places to shop, including Powell's — the nation's

largest bookstore.

Located in the picturesque Pacific Northwest between Seattle and San Francisco, athletes and guests can experience the scenic Oregon coast or the impressive Columbia River Gorge where Lewis and Clark explored. Mount Hood, Crater Lake and many other natural and urban attractions make Portland, Oregon an ideal setting for the Games.

Surrounding Portland communities that will host events for the 1998 NIKE World Masters Games include Beaverton, Gresham, Tualatin and Vancouver, Washington.

S GAMES



completely opposite character of the east-facing "dry side."

Oregonians take pride in their rich history and can tell you exactly where Lewis and Clark explored. They live close to nature and find meaning in a glimpse of a bald eagle, a gray whale or a herd of pronghorn antelopes. They boast in their affinity with Oregon natives who became celebrities — folks like musician Doc Severinson, actress Lindsay Wagner, Nobel Prize winner Linus Pauling, cartoonist Matt Groening and President Herbert Hoover.

Salem

Two of the oldest buildings in Oregon can be seen in Mission Mill Village, an open-air historical museum that is Salem's sightseeing highlight after the State Capitol. The gold-leafed statue atop the capitol's tower-like dome represents the pioneer spirit that brought early settlers to Oregon. Inside, an observation area in the dome offers a magnificent view of Salem and the Willamette Valley.

Salem will play host to the baseball portion of the 1998 NIKE World Masters Games.

Eugene

The character of Oregon's second-largest city is shaped by two presences: the 17,000-student University of Oregon and the mills that process huge quantities of logs from the surrounding forest into lumber and paper.

Eugene offers a lot in the way of outdoor recreation activities, from golf to whitewater rafting. The citywide network of cycling and jogging paths is one of the finest in the United States. The largest concentration of shops selling leather, stained glass, ceramics, jewelry, handblown glass and the like is the Fifth Street Public Market. Artisans also show their wares at the lively downtown Saturday Market.

Eugene will host athletics (track and field) at world-class Hayward Field during the 1998 NIKE World Masters Games.

Bend

The largest "east-side" Oregon town, Bend is the ideal

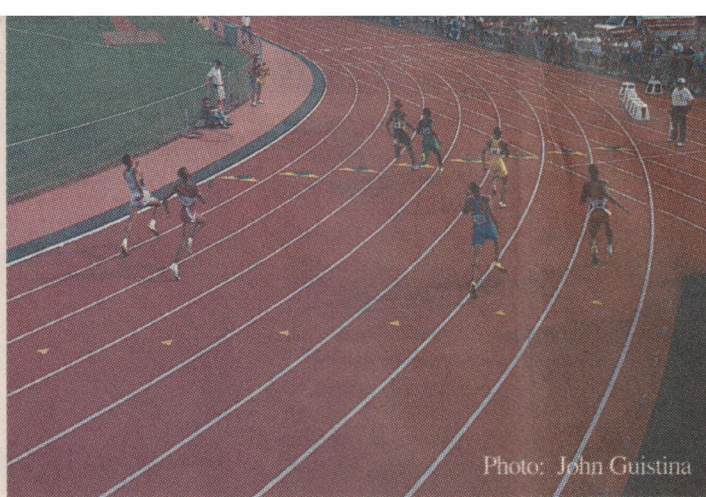


Photo: John Guistina

Legendary Hayward Field in Eugene, known as the "Track Capital of the World," will host the track and field events for the Games.

setting for outdoor activities on the eastern slope of the Cascades. Towering ponderosa pine trees of the Deschutes National Forest come right up to the edge of town, offering a year-round array of adventures such as hiking, mountain biking, whitewater rafting, fishing, canoeing, snowmobiling and dog sledding. A 20-minute drive takes travelers to the Mt. Bachelor Ski Area in the heart of the high Cascades. Further explorations reach the spectacular scenery of the Cascade Lakes and the Three Sisters volcanic peaks.

Bend will host whitewater canoe and kayak events during the Games. For those who like to challenge the winds, waves and rocks, Oregon is heaven on earth.

Vancouver / Hood River / Cascade Locks

Any serious windsurfer has heard about the legendary winds that blow through the Columbia River Gorge at Hood River.

Windsurfing events will be held in Hood River and sailing will be held on nearby Cascade Locks. Rowing will be staged on Vancouver Lake.

INTERNATIONAL MASTERS GAMES ASSOCIATION (IMGA)

The IMGA, headquartered in Copenhagen, Denmark, administers and oversees the conduct of the World Masters Games. Association members represent 14 international sports federations, as well as prior and current World Masters Games host cities. The IMGA belongs to the General Assembly of International Sports Federations (GAISF).

IMGA's objectives are:

- To promote and encourage mature individuals of any age from all over the world to practice sports and to participate in the World Masters Games with the awareness that competitive sport can continue through life.

- To establish, every four years, an international multisport festival for mature people of any age, condition or standard called the "World Masters Games."

- To promote, through the World Masters Games, friendship and understanding among mature sports people, regardless of age, gender, race, religion or sport status.

The Games are open to all competitors — past champions, people who have never competed at an elite level and others who are returning to their sport after retiring. No qualifying standards, other than minimum age requirements and membership in a sports association, govern participation.

IMGA Board of Governors

Mr. Kai Holm, Chairman of the IMGA/President, NOC and Sports Confederation of Denmark

Mr. Borge Kaas-Andersen, Secretary General

Dr. Tamas Ajan, Secretary General, International Weightlifting Federation

Mr. William Glasgow, Vice Chairman, 1998 NIKE World Masters Games

Ms. Sue Harvey, President, International Orienteering Federation

Mr. Denis Oswald, President, FISA

Dr. Sarah Springman, Vice President, International Triathlon Union

Mr. Gunnar Werner, Honorary Secretary of FINA

Mr. David Williams, Director, Department of Tourism, Sport & Racing, Queensland, Australia



International Masters Games Association

Photo: Rick Schafer

Mount Hood, as seen in the background, is the crown jewel of Portland's skyline. Located 60 miles east of downtown Portland, it serves as the summer training ground for the U.S. ski team.

GAMES TO SPOTLIGHT ARTS, CULTURAL CELEBRATIONS

The 1998 NIKE World Masters Games will incorporate the arts as an integral part of the Games by introducing five Oregon artists and their original works as "Official Games Paintings." The artists were asked to design their paintings around the Games' theme "The Global Celebration of Sport for Life." Each of the artists and their selected paintings represent a diversified interpretation of this theme.

The "official" unveiling of the five paintings will take place on August 9, 1997 — as part of the Games one-year-out celebration. Starting in September, each of the paintings will travel to various locations throughout the state of Oregon to promote the Games. During the two weeks of the Games, athletes and visitors alike will have the opportunity to purchase posters of each of the paintings.

Bill Papas is one of Portland's best known and most popular local artists. His painting (at right) captures the sheer essence of the Games; the vast beauty of the state of Oregon, this magnificent international event and the exhilaration and celebration of sport. Born in South Africa to Greek parents,

Papas started his career as an artist reporter. Besides his books and city scenes, Papas has achieved international recognition as a premier watercolorist.

Other artists chosen for their work include Oscar Flores-Fiol, Ron Heagy Jr. MSW, Angela J. Medlin and Knee-Know M. Corpuz.



Artist: Bill Papas

25 Million Masters Athletes Worldwide.

Only 25,000 for the 1998 Games.

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See Back Page For Details!

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PORTLAND, OREGON BEGINS COUNTDOWN TO 1998 NIKE WORLD MASTERS GAMES

Every four years, the World Masters Games bring together thousands of athletes from around the globe for the largest participatory multisport competition in the world. Portland, Oregon and several surrounding communities have been selected to host the 1998 Games from August 9–22. Inspired by the ideals of the original Olympic movement, the Games celebrate the simple joy of athletic competition. The Games are open to all competitors — past champions, people who have never competed at an elite level and others who are returning to their sport after retiring. Athletes compete as individuals or as teams and *not* for their country.

NIKE, known to athletes the world over and a name synonymous with athletic excellence, is the official title sponsor of the 1998 Games. NIKE, the City of Portland and the State of Oregon have committed to conducting a world-class, state-of-the-art international multisport event where the athlete comes first.

The 1998 Games in Portland will mark the fourth time this exciting event has been held. The first Masters Games were held in 1985 in Toronto, Canada. Subsequent Games have been held in Denmark in 1989 and Brisbane, Australia in 1994. At the Australia Games, the competition drew an amazing 24,000 men and women from 71 countries. In 1998, 25,000 athletes from more than 100 countries are expected to attend.

In addition to Olympic-quality competition in 25 sports, the 1998 Games will also feature "reunion" competitions in several sports to give spectators a chance to watch their heroes of yesterday compete. During the weekend of August 15–16, most competitions will be suspended so athletes and spectators alike can attend the numerous art, cultural and social events during "Celebration Weekend."

Twenty-five sports will be featured in the Games, including athletics (track & field), badminton, basketball, baseball, bowling, canoe/kayak, cycling, diving, fencing, football (soccer), golf, orienteering, rowing, rugby, sailing/windsurfing, shooting, softball, squash, swimming, table tennis, tennis, triathlon, volleyball, water polo and weightlifting.



International Masters Games Association

The Global Celebration Of Sport For Life

The Portland (Oregon) Metropolitan Sports Authority (PMSA) is a private, not-for-profit corporation established in 1993 to recruit sporting events and related activities to the Portland metropolitan area. After conducting research, PMSA board members and staff determined that the World Masters Games were an excellent match for the venues, volunteer base and resources available in Portland and throughout Oregon. The PMSA made a formal proposal to the International Masters Games Association (IMGA) to host the 1998 Games.

Portland, Oregon is located in the picturesque Pacific Northwest, between Seattle, WA and San Francisco, CA. Athletes and guests can experience the scenic Oregon coast or the impressive Columbia River Gorge where Lewis and Clark explored. Mount Hood, Crater Lake and many other natural and urban attractions make Portland an ideal setting for the 1998 NIKE World Masters Games.

On October 1, 1994, the IMGA announced that Portland, Oregon was awarded the 1998 World Masters Games. The Portland community, with its commitment to international trade and tourism, as well as a growing interest in world-class sports, is uniting behind the Games.

The 1998 NIKE World Masters Games are expected to generate in excess of \$113 million to the Oregon economy, according to a study conducted by the Applied Economic Research Group of Portland State University. The 1998 Games economic impact is similar to other world-class events such as the Super Bowl, Boston Marathon, NBA and NHL All-Star Games and Olympic Festivals.

The International Masters Games Association (IMGA), headquartered in Copenhagen, Denmark, administers and oversees the conduct of the World Masters Games. Association members represent 14 international sports federations, as well as prior and current World Masters Games host cities. The IMGA belongs to the General Assembly of International Sports Federation (GAISF).

You may obtain official registration and travel materials for the 1998 NIKE World Masters Games by calling 1-800-98 GAMES (1-800-984-2637) from anywhere in the world, using your country's AT&T access code and requesting a general information brochure.

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 MARCH 27, 1997

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World Masters Games will draw thousands to Portland in 1998

■ The Nike-sponsored event is open to athletes age 30 and older in 25 sports and has no qualifying requirements

By RACHEL BACHMAN
 of The Oregonian staff

The world's largest international sporting and cultural event, the Nike World Masters Games, is coming to Portland in 1998.

Hundreds of Portland-area children played tug-of-war and balloon volleyball, and Portland Mayor Vera Katz made an appearance Wednesday at Tom McCall Waterfront Park to mark the 500-day countdown to the games. The games will attract 25,000 participants to Oregon.

Haven't heard of the games? You're not alone. Reaction by onlookers to the Masters Games ranged from excitement to "Is that like a golf thing?"

The games, set for Aug. 9-22, 1998, are held every four years and are open to athletes 30 and older in 25 sports. There are no qualifying requirements other than a registration fee, so the games attract athletes of all levels.

"Masters competition is growing in popularity every year," said world-class distance runner Mary Slaney, who was



ROBERT BACH/The Oregonian

Olympic soccer star Tiffeny Milbrett, five-time Olympian Willie Davenport and world-class distance runner Mary Slaney lead a 500-foot dash for children to mark the 500-day countdown to the World Masters Games' opening Aug. 9, 1998.

promoting the event on behalf of Nike, its title sponsor.

"The baby boomers are growing, and we don't want to stop (competing). Just because we're 40, does that mean we have to stop?"

To the average Oregonian, the games will mean a huge influx of people — 100,000, including spectators — to event

sites from Vancouver, Wash., to Bend. The track and field competitions will be in Eugene, and the opening ceremonies will be in Portland.

More than 8,000 hotel rooms are booked for the event, and an ersatz

Please turn to
GAMES, Page D1

Games: Emphasis on participation

■ Continued from Page D1
 global village will go up at Waterfront Park. The "Celebration City" will stretch from Burnside Bridge to the Waterfront Bowl. It will house everything from concerts and food stands to an interactive training center.

Unlike the Olympics, the Masters Games emphasize participation. Basketball events, for example, will be held at The Hoop in Beaverton, which has fewer seats for spectators than an average high school gym, not to mention Memorial Coliseum or The Rose Garden.

"A lot of kids get out of high school, and that's the last time they

do anything athletic," Tom Grehl said. He is a high school Spanish teacher on spring break from Columbus, Ohio, who came to watch the celebration.

Grehl, who has run a few times a week for 20 years, said Oregon's reputation as a recreational sports state makes it a good place for the Masters Games.

"Where I come from, it's all football, and I get kind of tired of that," Grehl said. "It's nice to come out here and see a different viewpoint of things."

Slaney said the allure of Eugene's Hayward Field could attract high-caliber track athletes, but big names

are not the point of the games. Life-long fitness and competition are.

That's what the children were meant to illustrate, as they clasped balloon strings and ran in Wednesday's 500-foot dash led by Slaney; Tiffeny Milbrett, an Olympic soccer and former University of Portland star; and Willie Davenport, a five-time Olympian and track star.

The games last were held in 1994 in Brisbane, Australia. Organizers expect about 50 percent of participants to come from outside the United States.

Previous World Masters Games were held in 1989 in Denmark and 1985 in Toronto.

THE WORLD MASTERS GAMES

■ WHAT IS IT?: A quadrennial international event for athletes age 30 and older that will attract as many as 100,000 participants and visitors from 100 countries to Portland.

■ WHEN IS IT?: Aug. 9-22, 1998.

■ EVENTS: The games will feature 25 sports at sites in Portland, Bend, Eugene, Hood River and Salem, as well as Vancouver, Wash.

■ FOR MORE INFORMATION: Call 1-800-984-2637.

SPORTS
FINAL



By Sam Mircovich, Reuters
**Nick Faldo: Wins Nissan
Open by 3 shots, 1C**

S. CAROLINA TOPS KY. TO CLAIM SEC TITLE 1C

TEAMS AWAITING INVITE
TO NCCA'S 'DANCE,' 3C
▶ COLLEGE HOOPS, 1,3,5C

TIGER WOODS' GALLERY AS DIVERSE AS THE NATION 1C

NO. 1 IN THE USA . . .



Money

MONDAY, MARCH 3, 1997

Nike swooshes

By Melanie Wells
USA TODAY

NEW YORK — Olympic ambush marketer Nike plans to co-sponsor an Olympics of its own: The Nike World Masters Games.

The sneaker giant is lending its name to what could develop into a massive promotional sporting event co-hosted by the City of Portland, Ore., and slated for August 1998. The 14-day multisport event, orchestrated for athletes age 30 and older, is expected to attract as many as

25,000 amateur the USA and o Event organizer will draw an Oly ter of big-narr who want to nu and reach adult Previously, V Games have be side the USA w porate support.

"It has been a Nike spokeswor drigan. Oregon involved becaus event (and) the ticipants are at

USA TODAY

U.S. ECONOMY SUDDENLY THE ENVY OF THE WORLD ^{1B}

EUROPE, JAPAN NEED TO
CUT SOCIAL BENEFITS,
BUT DO THEY COPY USA?

DIVE INTO ★★★½
'EZ STREETS' 1D



By Cliff Lipson, CBS

Ken Olin: Intense cop

MONTHLY STOCK MUTUAL FUNDS, 1,3-9B

USA . . . FIRST IN DAILY READERS

MONDAY

shes in to sponsor Olympics-style event

25,000 amateur athletes from the USA and other countries. Event organizers hope it also will draw an Olympics-like roster of big-name co-sponsors who want to nuzzle up to Nike and reach adult fitness buffs.

Previously, World Masters Games have been played outside the USA with limited corporate support.

"It has been a sleeper," says Nike spokeswoman Erin Kenrigan. Oregon-based Nike is involved because "it's a global event (and) the number of participants are attractive to us,"

she says.

Nike's title sponsorship cost \$3.5 million. But marketing support, celebrity tie-ins and other costs could ultimately run Nike five times that, says World Masters Games general manager Doug Single.

Single, former CEO of Special Olympics International, is trolling for other sponsors to bring in a total of \$20 million. United Airlines will be affiliated. He's also courting Coca-Cola, Pepsi, Sun Microsystems and IBM, among others.

"We haven't laced up our

shoes yet," says Coke spokesman Bob Bertini. "As with any marketing opportunity, we have to see if it fits with the strategy for our brands."

Event sponsorship is unusual for Nike, which typically eschews — and often mocks — conventional alliances between corporations and sporting events. Nike wasn't an Olympics sponsor last year, but drew fire as an "ambush marketer" for keeping a high profile in Atlanta during the 1996 Summer Games. It also was criticized for running ads that

made it look like an official event sponsor. "(Nike) is better known for taking the outsider position and associating with individuals instead of organizations," says Jim Andrews of *IEG Sponsorship Report*.

In Oregon, the two-week event could pump \$113 million into the economy, says Portland State University economics professor Tom Potiowsky.

"If all these assumptions play out, this will be the largest event, in terms of dollar impact on the local area, that Oregon has ever seen," he says.