



On Aug. 15, 2008, 3.6 million people will see USA Gymnastics' first-ever national advertising print campaign in USA Today that targets growing our grassroots base. Featuring endearing photos and snappy copy, the USA Gymnastics eight-page ad insert in USA Today communicates the essence of gymnastics and makes it easy for parents to find a USA Gymnastics member club in their area.



This national marketing effort goes far beyond the impactful advertising insert, which will be supported by teaser ads in USA Today on Aug. 5 and 12. To support this, USA Gymnastics on Aug. 1 is launching a targeted Web site, beginheregoanywhere.com, where parents can learn about the benefits of gymnastics, find answers to common questions and easily locate a USA Gymnastics member club in their community. In addition, member clubs will receive two posters (with additional copies available for a nominal sum), as well as access to a special Web site where member clubs can download a PSA radio spot and ads that can be customized for use in local newspapers.

The national exposure, coupled with the local efforts of member clubs, will provide our sport with its broadest public outreach effort in our history. This unprecedented campaign is funded partially through the National Gymnastics Foundation, and the insert is supported by some of our biggest sponsors, AT&T, CoverGirl and Tyson. This nationwide outreach effort is a cooperative effort based on a recommendation from the Club Task Force and a parallel marketing initiative.

The 360 Group, which created our logo and the tagline "Begin here. Go Anywhere.", created the campaign. Using the statements "Life needs balance" and "Life needs strength," the campaign visually demonstrates that kids are naturally inclined toward gymnastics as part of our human nature through striking images on the posters and in the insert. A third image in the insert gives a fun illustration of a gym and the benefits of gymnastics.

Aug. 15 was selected because it is the women's all-around finals, the peak day of gymnastics coverage on NBC Sports during the Olympic Games, and our team's performances during the team and men's all-around competition are expected to have heightened the interest in our great sport.

"Be prepared" is the motto of the Boy Scouts, but it applies to our membership in relation to this national initiative. This is the time for you to have your plans in place to capitalize on the national attention on gymnastics through coverage during the Olympics and the national advertising insert and parlay it into increased opportunity for your gym in your community.

USA Gymnastics is proud to partner with the National Gymnastics Foundation to make this incredible opportunity available to you. Working together we can continue to build gymnastics to even greater levels.

August is also going to be a great month for our country and our sport. Please make sure your entire gymnastics community is familiar with the many hours of NBC coverage of gymnastics and how to find it on NBC's network, Oxygen and nbcolympics.com. Other great ways to follow our athletes during the Games include visiting usa-gymnastics.org and gymnast.com.

Go USA!

Steve Penny
President