

# SERGEY BUBKA PRESS KIT

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## BIOGRAPHY

Born: December 4, 1963 in Lugansk, Ukraine

Sergey Bubka is one of the most illustrious sporting figures of our time. The greatest pole-vaulter in history, he is the only athlete to have won six successive world titles. He dominated his chosen discipline for almost two decades, although surprisingly he won just one Olympic gold medal in four attempts, at Seoul in 1988. He was the first man to break the six-metre barrier, in Paris in 1985, and in March 1991 became the first to clear 20 feet (6.10 metres). He has held the world record of 6.14 metres outdoor since 1994 and 6.15 metres indoor since 1993. He broke the world record a total of 35 times in his career.

The Soviet boycott of the 1984 Los Angeles Olympics cost Bubka a virtually certain gold medal and, four years later in Seoul, he needed just one valid jump, a competition record of 5.90 metres, to secure his first and only Olympic gold.

Arguably his greatest gold medal was his last, in the 1997 World Championships in Athens, where, at 36, he had been written off in the build-up to the event, yet his victory provided one of the great moments in athletics history.

At the end of the 1980s, Bubka was anxious to do something for his home city of Donetsk. "I decided to invest in a sports club to help young people. With the system collapsing there was not enough money to bring children to sport. When they finish school, the kids are there on the streets and you have to produce some interest for them. In these cases sport is one of the best things."

The Bubka Sports Club now has 300 youngsters doing athletics training with ten coaches whose salary is covered by Bubka. His most exciting moment was when one of the youngsters from the club, Maksym Mazuryk, won the pole-vault at the World Junior Championships in Jamaica in 2002.

After his sports career Sergey Bubka became a sport administrator. He decided to give back to sport and is currently the President of the Ukrainian National Olympic Committee, Senior Vice President of the IAAF, Member of IOC

Executive Board and Chairman of the IOC Entourage Commission. He has also been a Member of the Ukrainian Parliament and the Cabinet of Ministers as the Prime Minister's Advisor for Youth, Culture and Sports.

A founding member of the Laureus World Sports Academy, he also supports UNESCO and a series of educational initiatives of the National Olympic Committee of Ukraine aiming to engage young people into sports.

## ACHIEVEMENTS

### **IOC Entourage Commission**

As a Chairman of IOC Entourage Commission, Sergey Bubka worked tirelessly with WADA, International Federations, NOCs and athletes to change the approach to enforcing anti-doping regulations. Along with his colleagues at the IOC Entourage Commission, Bubka achieved necessary changes in the WADA anti-doping code to ensure that not only athletes are being held responsible and sanctioned. While continues his efforts towards clean and fair sports, Sergey Bubka believes that athletes should be educated at a very young age about the dangers and the risks of doping as no athlete thinks about doping when they are at the start of their careers. A Code of Conduct has also been added for the entourage because they need to be educated and guided just like the athletes. Sergey Bubka believes that the only way to completely eradicate doping is to achieve a total conviction by the athletes and their entourages that clean competition is the only option for the future of sport.

### **UNESCO**

In 2003 Sergey Bubka was designated UNESCO Champion for Sport in recognition of his role in the promotion of peace and tolerance through sport and the Olympic spirit, his humanitarian activities for young people and his dedication to the Organisation's ideals.

UNESCO Champions for Sport are truly outstanding sport personalities and include multiple Formula One World Champion Michael Schumacher, football legend Pelé, Olympic Judo Champion David Douillet, the legendary hockey player Viatcheslav Fetisov, the Ukrainian Boxing Champions Vitaliy and Wladimir Klitschko and WTA tennis player Justine Henin. This family of world-class athletes purveys UNESCO's message the world over promoting the values of physical education and sports with a view of building a better future.

### **Laureus**

Sergey Bubka is a member of the Laureus World Sports Academy, a unique association of the greatest living sports legends, who volunteer their time to support the Laureus Sport for Good Foundation which works to improve the lives of children around the world. Since its inception, over €60 million has been raised and more than one-and-a-half million young people have received help. Currently Laureus supports more than 140 sports-based programmes in 34 countries across the world including North and South America, Europe, Africa, Asia and Australia.

Support from The Laureus Sport for Good Foundation comes in three forms: funding, training and strategic counsel to ensure each project can provide the best possible opportunities to promote social change within their communities by educating children, protecting the vulnerable from illness and even bringing people from divided communities together in friendship. Whether it is helping more than 5,000 children from displaced families through volleyball in Mozambique or supporting hundreds of former gang members or at-risk children in London's inner city, the Foundation's goal is to help young people overcome the limitations imposed by challenging social issues including poverty, homelessness, war, violence, drug abuse, discrimination and AIDS.

## **Sergey Bubka Sport Club**

In 1990, while at the height of his athletics career, Sergey Bubka founded Sport Club in the city of Donetsk. The Sergey Bubka Sport Club was the first privately funded institution of this kind in the city, which was still a part of the USSR at that time. Some of the best athletics coaches were invited while the patronage of the local hero Sergey Bubka helped to involve dozens of kids. Over two decades 280 young athletes graduated from the Sport Club's school. Pole-vaulters Denys Yurchenko, an Olympic medallist, and Maksym Mazuryk, a World Junour Champion, as well as World Champion and Olympic Medallist triple jumper Olha Saladuha are among the School stars. Sergey Bubka Sport Club nowadays operates in close cooperation with municipal educational authorities. Twenty members of the Ukrainian national athletics team at London 2012 were Sergey Bubka Sport Club graduates.

The Sport Club also organizes various sport competitions, either on the local, national or international level. Since the early 90s, the Club has organised annually at least two children's outdoor and indoor athletics meets. 'The Pole Vault Stars' EAA Indoor Permit Meeting is one of the most famous and high profile events organised by Sergey Bubka Sport Club.

## **"Pole-vault Stars" Meeting**

In 1990 Sergey Bubka brought the world best pole-vaulters to compete in his native city of Donetsk (Ukraine) for the first time. Since then the meeting takes place annually in late winter at 'Druzhba' Arena. In 1997 'The Pole Vault Stars' meeting became a part of the official IAAF calendar. Since 2004 a Women's competition was added. The event is often called an unofficial pole-vault world championship because of the quality of the field competing in Donetsk and the results they produce. More than 130 pole-vaulters from 30 countries have performed here since the launch of the event. Eleven world records were set at the meeting (three – by Bubka himself; eight – by Russian Elena Isynbaeva) including the legendary 6.15 metres jump in 1993. 'The Pole Vault Stars' meeting is continuously supported by such global partners as Zepter, Samsung and others.

Since 2008 the outdoor version of 'The Pole Vault Stars' meeting was launched in Kyiv by Sergey Bubka. Top Ukrainian and international athletes vault in the main city square, Maidan Nezalezhnosti. In 2014 the event will also take place in Kyiv due to safety issues in Bubka's native Donetsk.

## **Youth and Education Olympic Initiatives**

As a President of the National Olympic Committee of Ukraine, Sergey Bubka has initiated national projects aimed to inspire young people into an active lifestyle and Olympic sport, as well as to promote Olympic Values through education. NOC projects are widely supported by the national and local governments, as well as by worldwide and national sponsors, like McDonalds, MTC, Coca-Cola, Bosco, Samsung and Unison. The most significant are Olympic Day Run, Olympic Lesson and Olympic Stork.

**Olympic Day Run** is dedicated to June 23, when the International Olympic Committee (IOC) was founded. Coordinated by the local offices of the National Olympic Committee, it takes place annually in all large cities and 80% of towns across Ukraine. In 2012 a total of 800,000 people aged from two to 85 years took part in the Olympic Day Run.

**The Olympic Lesson** project is a showcase organised by the Ukrainian NOC. Every September the Opening Ceremony of the Olympic Lesson takes place in the centre of Kyiv. National sport federations exhibit their facilities offering guests the chance to try out their sports. Star Olympians take part in this activity, encouraging young people and their parents to get involved with sports. After the Opening Ceremony, the Olympic Lessons are held at the most schools across the country attended by the local star athletes. Every year 80% of Ukrainian schools and 750,000 kids get involved in the project.

**Olympic Stork** (named after a 'Stork', the mascot of the Ukrainian NOC) is a nationwide championship for children aged 10 to 12. The sports include Olympic disciplines as well as fun and everyday activities, like sack racing or rope jumping. Every school and every class can apply and compete. The competitions start from school level and finish in national finals held at the famous 'Artek' children's camp. More than 225,000 schools and almost one million children were involved in 2013.

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