



U.S. Olympic Festival-'94 Collection (S1226)

Collection Number: S1226

Collection Title: U.S. Olympic Festival-'94 Collection

Dates: 1990-1994

Creator: Kelley-Harmon, Janette

Abstract: The U.S. Olympic Festival-'94 Collection contains press releases, advertising summaries, fact sheets, newspaper clippings, and videos pertaining to the U.S. Olympic Festival-'94, held in St. Louis, Missouri, from July 1 to July 10, 1994. The United States Olympic Committee held the festival annually during non-Olympic years, to showcase young athletes who had the potential to participate in the World Olympics. Janet Kelley-Harmon, vice president of public relations and advertising for the 1994 festival, collected these materials. The materials in this collection date from 1990 to 1994.

Collection Size: 1 cubic foot
(12 folders, 2 VHS tapes)

Language: Collection materials are in English.

Repository: The State Historical Society of Missouri

Restrictions on Access: Collection is open for research. This collection is available at [The State Historical Society of Missouri Research Center-St. Louis](#). If you would like more information, please contact us at stlouis@shsmo.org. Collections may be viewed at any research center.

Restrictions on Use: The Donor has given and assigned to the Society all rights of copyright, which the Donor has in the Materials and in such of the Donor's works as may be found among any collections of Materials received by the Society from others.

Preferred Citation: [Specific item; box number; folder number] *U.S. Olympic Festival-'94 Collection* (S1226); The State Historical Society of Missouri Research Center-St. Louis [after first mention may be abbreviated to SHSMO-St. Louis].

Donor Information: The papers were donated to the State Historical Society of Missouri by Janet Kelly-Harmon on August 6, 2018 (Accession No. SA4363).

Processed by: Processed by A.J. Medlock, September 28, 2018

Historical Note:

The United States Olympic Festival was a sporting event sponsored by the United States Olympic Committee (USOC) every summer during non-Olympic years. Formally known as the National Sports Festival, the event showcased younger athletes who had the potential to participate in the Olympic Games. The festival also featured lesser-known sports, including fencing and table tennis. USOC held the first festival in 1978, in Colorado Springs, Colorado. Over the years, the festival featured numerous up-and-coming athletes, including Jackie Joyner Kersee and Greg Louganis, who went on to participate in the Olympics Games. Due to the festival's increasing popularity, USOC renamed the festival the United States Olympic Festival in 1986.

In 1989, the St. Louis Regional Commerce and Growth Association formed the St. Louis Sports Committee to improve the St. Louis metropolitan area's economy by attracting professional sports teams and events to the region. One of the committee's first goals was to entice USOC to hold the Olympic Festival in St. Louis. On April 17, 1990, the group established the Metropolitan St. Louis Festival Organizing Committee to expedite their lobbying efforts. Adopting the theme "Gateway to the Gold, the organizing committee's efforts came to fruition in January 1991 when USOC voted to hold the 1994 games in St. Louis.

The opening ceremonies for the 1994 U.S. Olympic Festival occurred at the Gateway Arch on July 1, 1994, with the lighting of a 60-foot high torch cauldron. Over the next eleven days, athletes throughout the United States participated in 37 sporting events, held at sports venues throughout the region, including the St. Peters' Rec Plex, Busch Stadium, and Southern Illinois University—Edwardsville. By the closing ceremonies at Busch Stadium, nearly 515,403 attend the festival, with ticket sales reaching 2.85 million. The USOC held the last U.S. Olympic Festival in Denver, Colorado, in 1995.

Arrangement:

The collection has been organized in the order maintained by Janette Kelly-Harmon. She preserved the materials in three binders titled Public Relations and Advertising (folders 1-3), Press Releases (folders 4-6), and Press Clippings (folders 7-10).

Scope and Content Note:

The U.S. Olympic Festival-'94 Collection contains advertising summaries, press releases, fact sheets, newspaper clippings, and videos pertaining to the U.S. Olympic Festival-'94, held in St. Louis, Missouri, from July 1 to July 10. Janet-Kelly Harmon, vice president of public relations and advertising for the festival, collected these materials, and they reflect her duties to promote and create awareness of the festival, garner support from St. Louis corporations and civic organizations, and sell tickets. Items of interest include an after action report for public relations and advertising programs, written by Janet Kelley-Harmon, outlining the goals and strategies her department spearheaded to promote the festival. The collections also include press releases and press clippings chronicling the St. Louis Sports Committee and the Metropolitan St. Louis Festival Organizing Committee's efforts to bring the U.S. Olympic Festival to St. Louis, as well as profiles of notable athletes, including Jackie Joyner Kersee, who competed in the festival. The materials in this collection date from 1990 to 1994.

Container List:**Box 1**

- f. 1 Reports and Advertising Summaries, 1992-1994
- f. 2 Special Events and Press Conferences, 1993-1994
- f. 3 Public Service Announcements, 1993-1994
- f. 4-6 Press Releases, 1990-1994
- f. 7-10 Newspaper Clippings, April-July 1994
- f. 11 VHS Tape, U.S. Olympic Festival '94 Promo, with Bob Costas, 1994
- f. 12 VHS Tape, "One Moment in Time," 1994

Index:

Index Term	Folder
Bosley, Freeman	10
Kelly-Harmon, Janette	1-4
Griffith Joyner, Florence Delorez, 1959-1998	1
Joyner-Kersee, Jacqueline, 1962-	6, 9-10
Metropolitan St. Louis Festival Organizing Committee	1-12
St. Louis Sports Committee	1-12
Sports festivals	1-12
United States Olympic Festival (1994 : Saint Louis, Mo.)	1-12