

Dow becomes Worldwide Olympic Partner

NEW YORK, US: The Dow Chemical Company chairman and CEO Andrew Liveris announced yesterday, 19 July 2010, that the Company has become an official Worldwide Olympic Partner as part of The Olympic Partners Program (TOP). As the official "Chemistry Company" of the Olympic Movement, Dow will partner with the International Olympic Committee (IOC) and 205 National Olympic Committees through 2020.



"With our long-standing commitment to global sustainability, innovation, scientific excellence and addressing world challenges, we believe Dow is perfectly matched to the vision of the Olympic Movement, which is about peace, progress and the world coming together to celebrate our common humanity," said Liveris. "In addition, our association with the Olympics will present Dow with tremendous new business opportunities, making this partnership a powerful growth catalyst that comes at the right time in our Company's strategic transformation."

IOC president Dr. Jacques Rogge joined Liveris at a press conference in New York on July 16th to unveil the joint logo - joining Dow's red diamond with the Olympic rings - and to welcome Dow as the newest member of the TOP program.

"We are delighted to welcome Dow to the TOP Program," said Dr. Rogge. "As a global leader in the chemical industry and an innovator in sustainability, Dow will provide much more than critical financial support to the Olympic Movement. They will also bring industry-leading expertise and innovation to the Games themselves. Dow will be an important partner in making our vision for sustainability and global cooperation a reality."

Official supplier to Vancouver Winter Olympics



In the years prior to this announcement that Dow would become a Worldwide Olympic Partner, the company has been associated with the Olympic Movement since it made significant donations of Styrofoam insulation used in ice skating and bobsled runs at the 1980 Lake Placid Games. Most recently, Dow has been an official supplier of the Vancouver Organizing Committee (VANOC) for the 2010 Olympic and Paralympic Winter Games.

"Dow businesses produce the building blocks of thousands of products and materials that come together to facilitate the success and the competitions within the Olympic Games", said Heinz Haller, Dow executive vice president, sales and marketing. "The Olympics will provide an important global stage for our products and our brand. They will also support Dow's transformation to a technology-focused, market-driven, customer-centric organization."

In 2011, Dow's sponsorship will also bring to life and extend the themes and values of the UNESCO's "International Year of Chemistry" which will highlight the important role chemistry must play to help meet human challenges of the future.

"We are delighted that Dow is extending its partnership to a global basis for the next decade. The long-term nature of this partnership is excellent news for the Olympic Movement and ultimately for the athletes themselves," said IOC Marketing Commission chairman Gerhard Heiberg.