

Toon In! Michael Payne Publishes Unofficial and Entirely Unsanctioned Olympic History

Book supplemented by unique collection of historic cartoons; all profits to be donated to four charities and special causes

3 June 2021; Lausanne, Switzerland:

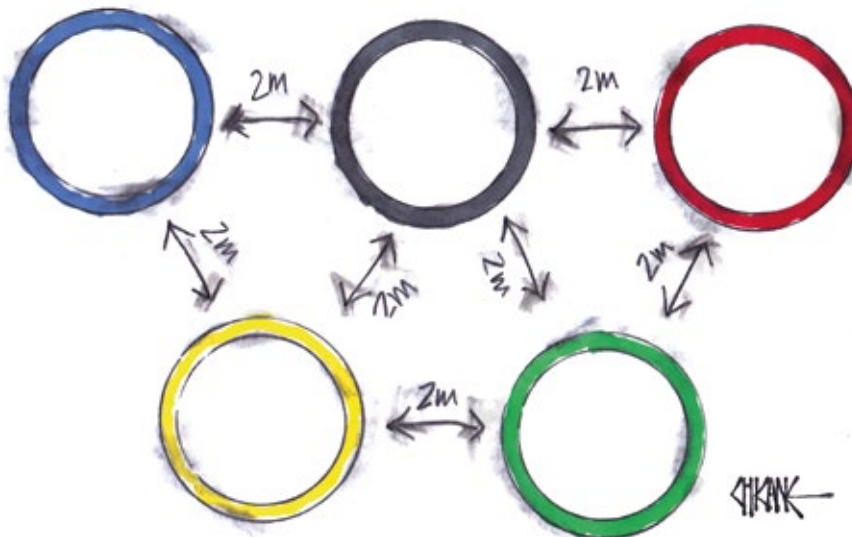
Michael Payne, former Director of the IOC and longtime Olympic commentator, today published “*Toon In!*” a uniquely insightful book, which uses captivating cartoons to help reveal the extraordinary story behind the modern Olympic Games.

A collector of Olympic political cartoons, Michael has pulled together more than 1,200 Olympic-themed cartoons, accompanied by a personal 100,000-word commentary, to produce a one-of-a-kind, 500 page, very large coffee table book.

Published on 50 days to go to Tokyo 2020, *Toon In!* is a unique compendium of the wicked humour, visual genius and cutting insight of 400 of the world’s greatest cartoonists. They take no prisoners as they wield their razor-sharp quills and hurl their acid wit at the Olympic Games, and all things Olympic. The total profits from the book will be pledged to four charities and special causes: Back Up Trust, Cartooning for Peace, Peace and Sport, and Yunus Sports Hub (further details in Notes To Editors).

Speaking about *Toon In!*, Michael said:

“I have always admired the great skill of the cartoonist. When I worked at the IOC, I had several edgy Olympic cartoons hanging in my office that would always prompt surprise. With the COVID-19 lockdown, I had the time and opportunity to research over 3,000 Olympic-themed cartoons and found many untold Olympic stories. It has been a fun, complicated and time-consuming project, but I hope that in these challenging and difficult times, the book will bring people a few smiles.”



Cartoonist:
Chicane,
New Zealand

Tokyo 2020 will be Michael's 20th Olympic Games. His lifetime involvement in the Games and work at the IOC allows him to offer unique insights into the amazing stories behind the cartoons. Many of the stories have never been told before, and some will surprise and a few will shock.

The *Toon In!* foreword from Nobel Peace Prize Laureate Professor Yunus noted:

"Sometimes cartoons can deliver more profound insights through a simple sketch than can be done by a whole book. I can never stop admiring how cartoonists, using the least number of words and casual sweeps of the pen, can shatter mighty myths and reveal hidden truths."

The *Toon In!* cartoonist Jim Thompson, the long-standing and award-winning Los Angeles Times cartoonist, said:

"This is a truly unique project - not sure anyone has ever attempted anything so ambitious in the history of cartooning. *Toon In!* is a stunning anthology - there are hundreds of books on the Olympics, but nothing compares to Michael's collection of visual humour and cutting satire.

"Being tapped to design the cover was an honour and a privilege. It was like winning an Olympic gold medal - except I didn't collapse at the finish line, and there's no Wheaties endorsement deal. I consulted the oracle of Delphi and she predicted that *Toon In!* will be the most successful book in the Olympics ever. She also predicted that you'll laugh yourselves into convulsions, but in a good way."

Toon In! is published by Vision Sport (UK). To see a full overview of the book and to purchase a copy of *Toon In!* for €80 (\$95), visit: www.olympiccartoon.com. A special collectors' version, with a limited edition (250 copies) art litho of the cartoon from Jim Thompson detailing the history of the Olympic ceremonies, along with signed copy of *Toon In!* by the author is available for €200 (\$250).

The launch of *Toon In!* will be accompanied by a worldwide on-line auction for the charities of a selection of the best cartoons, dedicated by the cartoonists.

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Notes To Editors

The following attachments are provided.

1. The Team behind *Toon In!*
2. Selection of unofficial, unauthorised and unsanctioned endorsements
3. The charities/causes
4. *Toon In!* worldwide charity auction
5. Selection of cartoons, released for worldwide media

1 The Team Behind *Toon In!*

Michael Payne: the author

Michael has had a lifelong career at the forefront of the business of sport. Over the past four decades, few people have been as close to the finance and politics of global sport or have accumulated as much insider knowledge as he has. His stories will reveal, entertain and surprise. He has been nominated by Advertising Age as one of the world's 50 most influential marketers. Tokyo 2020 will be his 20th Olympic Games.

Michael has also served as advisor to Formula One and its CEO, Bernie Ecclestone; to multiple different international sports federations; to broadcast and media groups; and to corporations around the world. He is the author of "Olympic Turnaround", the best-selling book that details the transformation of the Olympic Movement from bankruptcy to a multi-billion dollar brand. Olympic Turnaround has been published in 15 languages.



Theodora Mantzaris: the designer

Theodora is the world's leading design director for major sporting events. She led the design team of the Athens 2004 Olympic Games and she became the Design Adviser to the IOC on all subsequent Olympic Games.

Stewart Binns: the editor

A BAFTA winning film producer, author and former SAS soldier, Stewart launched Trans World Sport and the Olympic Television Archive Bureau. He is the author of numerous historical novels and sports anthologies, and a renowned Olympic historian. He is the founder of his own media company.

Jim Thompson: the cartoonist

The Editorial Sports Cartoonist of the Los Angeles Times, Jim is a comic historian and California trial lawyer. He occasionally raises the ire of judges by lampooning them in court. He is the founder of Thompson Sports Art.

Cartoonists

Over 3,000 cartoons from over 500 cartoonists were shortlisted for inclusion in *Toon In!* Eventually, 360 cartoonists from 47 countries made the cut:

Africa – 6 countries

Americas – 7 countries

Asia – 13 countries

Europe – 19 countries

Asia – 2 countries

2 A selection of unofficial, unauthorised and unsanctioned endorsements as to what some of the characters in the book, might have said about *Toon In!*

Toon In! has everything for the plot of my next movie, from the threat of nuclear bombs timed to go off in the middle of the Olympic Opening Ceremony to the world's most audacious computer hack; and a nation's security services mobilised to ensure that it wins the right to host an Olympic Games... and then tops the medal table.

James Bond 007, Licensed to Kill

This book is, as my old friend Donald would put it, Fake News! Toon In! does not provide any proof that I hacked the Olympic computer systems; that I rigged the Olympic voting process; then ran a dual doping laboratory in Sochi, or any previous Games for that matter.

Vladimir Putin, President of Russia

Hmmmm, you thought ordering 110,000 condoms for the 2018 games was scandalous? Well, this book has stories for you!

Aphrodite, Olympian Goddess of Love

Fascinating, had I known McDonalds would try to sponsor the flame, I would have kept it for myself!

Prometheus, Titan God of Fire

This highly contagious book is a triumph! It sucks you in and infects you with insider stories and hilarious cartoons.

Zika (official greeter of the Rio Olympics)

Toon In! reveals for the first time that I was completely misled by my advisors to call for the boycott of the Moscow 1980 Olympic Games and that the US could wrest control of the Olympic Games from the IOC.

Jimmy Carter, 39th President of the USA

We are amused!

Her Majesty the Queen

3 The Charities/Causes



All profits from the sale of *Toon In!* will be donated to the following four charities and special causes:

Back Up Trust (www.backuptrust.org.uk)

The UK charity was founded by former world champion freestyle ski champion and James Bond stunt skier Mike Nemesvary, who became paralysed as the result of a training accident. Mike established Back Up to enable everyone affected by spinal cord injury to experience freedom and independence by returning to the ski slopes and joining expeditions to climb mountains.

Back Up Trust President, Konrad Bartelski said: “*Toon In!* is a one-of-a-kind book which reflects the joy of sport and its capacity to inspire and motivate people to achieve their full potential.”

Cartooning For Peace (www.cartooningforpeace.org)

The international network of more than 200 cartoonists from 60 countries committed to the promotion of freedom of expression and human rights - fighting with humour for the respect of culture and freedom.

According to leading French cartoonist Plantu, who helped found the organisation, “Where there are walls of separation, walls of incomprehension, there will always be cartoonists to crack them, to circumvent them and finally make them transparent.”

Peace and Sport (www.peace-sport.org)

The neutral, independent organisation set up under the High Patronage of His Serene Highness Prince Albert II of Monaco, to promote sport as a tool for peace.

Peace and Sport has pioneered programmes around the world, from bringing Israeli and Palestinian athletes and diplomats together through to the staging of the Friendship Games around the African Great Lakes for the conflict nations of Burundi, Congo and Rwanda.

Founder of Peace and Sport Joël Bouzou commented “The Olympic Games have always celebrated diversity and bring the world together peacefully, through sport. *ToonIn!* captures this history and tells the story of the Games in an imaginative and unique way which is sure to surprise and entertain.”

Yunus Sports Hub (www.yunusportshub.com)

Founded by Nobel Peace Prize winner Professor Yunus to bring networks of sport and social business together, and to realise the potential power of communities.

When the first wave of COVID-19 struck, the Yunus Sports Hub moved to create programmes for local groups of sports enthusiasts to help people weakened by the coronavirus, especially seniors and people living below the poverty line.

Professor Yunus said: “Sport has the power to transform lives by galvanising the world, and social business can be the most efficient tool to unleash this power. Michael got the point. He has mixed it with the imaginations of incredible cartoonists, another source of power for massive change.”

4 Toon In! worldwide charity auction

To further the support to the four *Toon In!* selected charities/causes, a worldwide online auction will be staged, offering:

A framed litho of the front cover cartoon N0. 1 of 250 signed by Jim Thompson along with a dedicated copy of the book from the author Michael Payne, and a selection of additional signatures including IOC President Thomas Bach.

Six further signed litho cartoons from Jim Thompson (USA), Chicane (New Zealand), Ingrid Rice (Canada) and Roger Dahl (Japan/USA) – each cartoon dedicated to the winning bidder.



Bids can be submitted either online at www.olympiccartoon.com

or by email toonin@jta.sport

The auction will close 6th June 24.00 GMT.

5 Selection of cartoons, released for worldwide media

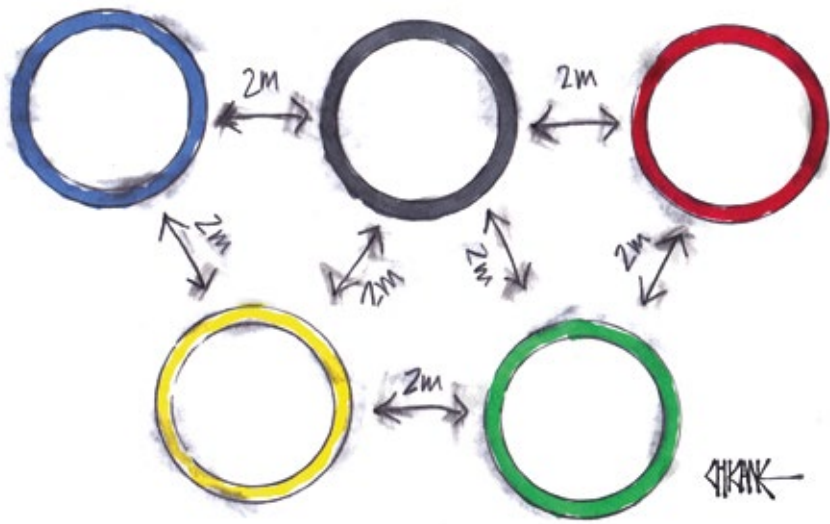
The following cartoons have been cleared for use by media, worldwide - both print, digital and electronic broadcast, copyright free, subject to the following conditions:

- Cartoonist name and nationality must be credited
- Clear reference to the *Toon In!* book and website reference: www.olympiccartoon.com

Digital high resolution copies can be downloaded from website.

Tokyo Olympic Countdown – The Postponed Games 1

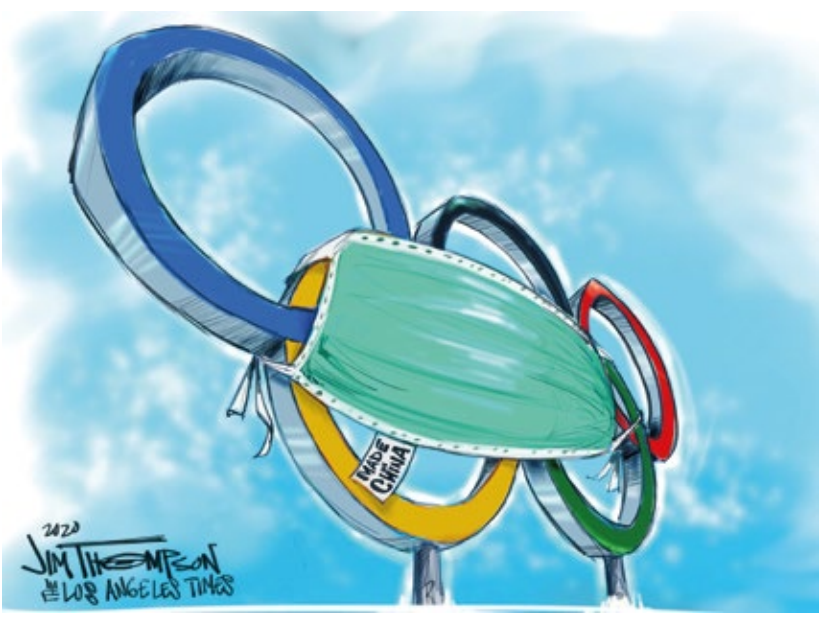
Tokyo will be the first Olympic Games ever to be postponed. The Games have only ever been cancelled three times. The 1940 Olympic Games were originally awarded to Tokyo and Sapporo, but with the outbreak of its war with China, Japan forfeited the right to host and the Games were initially re-awarded to Helsinki and Garmisch-Partenkirchen before finally being cancelled.



Cartoonist:
Chicane, New Zealand

Tokyo Olympic Countdown – The Postponed Games 2

Tokyo was the first Olympic Games to be postponed. However, in recent years there have been a further three occasions when, but for the grace of God, the Games were nearly postponed. 9/11 New York (Salt Lake 2002), the Icelandic volcanic cloud (Vancouver 2010) and SARS (Beijing) 2008.



Cartoonist:
Jim Thompson, USA

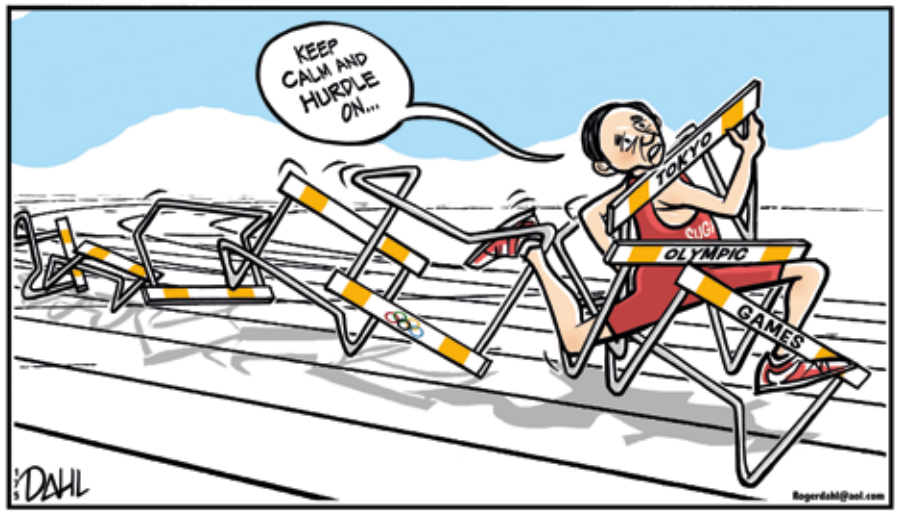
Tokyo Olympic Countdown – The Postponed Games 3/4

The countdown to Tokyo has fuelled a media and political frenzy about whether the Games should be cancelled because of the continued challenges of COVID-19. Calls for the cancellation of the Games are not necessarily the new: PyeongChang 2018 (too dangerous due to the Kim/Trump nuclear stand-off); Rio 2016 (the Zika virus outbreak); Sochi 2014 (Chechen security threat)... the list goes on..



Cartoonist:
Roger Dahl, Japan/USA

A decision to postpone an Olympic Games would lead to mind-boggling complexity: 10,500 athletes; 20,000 officials; 30,000 media and broadcasters; multiple venues; and 10,000 hours of original broadcast coverage over 17 days!



Cartoonist:
Roger Dahl, Japan/USA

Tokyo Olympic Countdown – The Olympic Sports

There have been over 45 different sports in the Olympic Games since 1896. Tokyo will see 33 sports, 50 disciplines and 330 events - a 50% increase since LA84. Only 12 sports have ever been dropped from the Olympic programme, including croquet, polo and cricket, along with disciplines like club swinging and the underwater obstacle race.

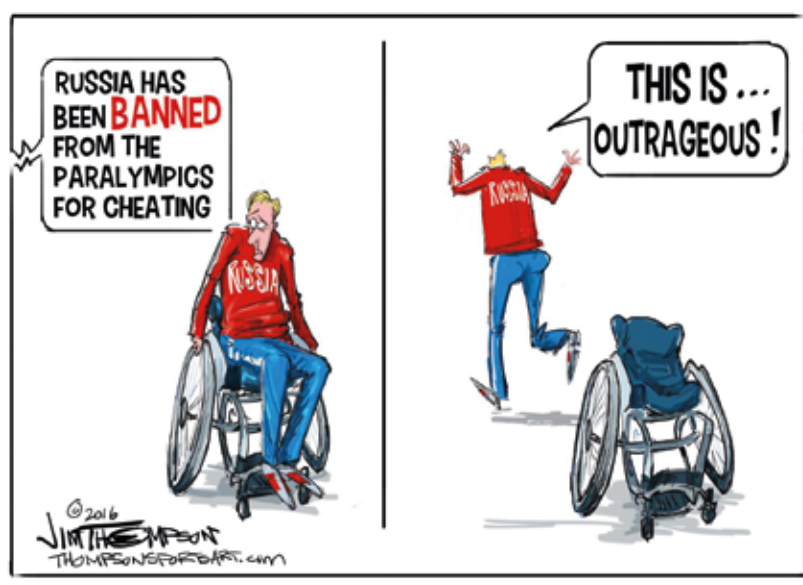
New sports trying to get into the Olympic Games include cheerleading, frisbee, teqball and mixed martial arts.



Cartoonist:
Ingrid Rice, Canada

Tokyo Olympic countdown – The Paralympic Games

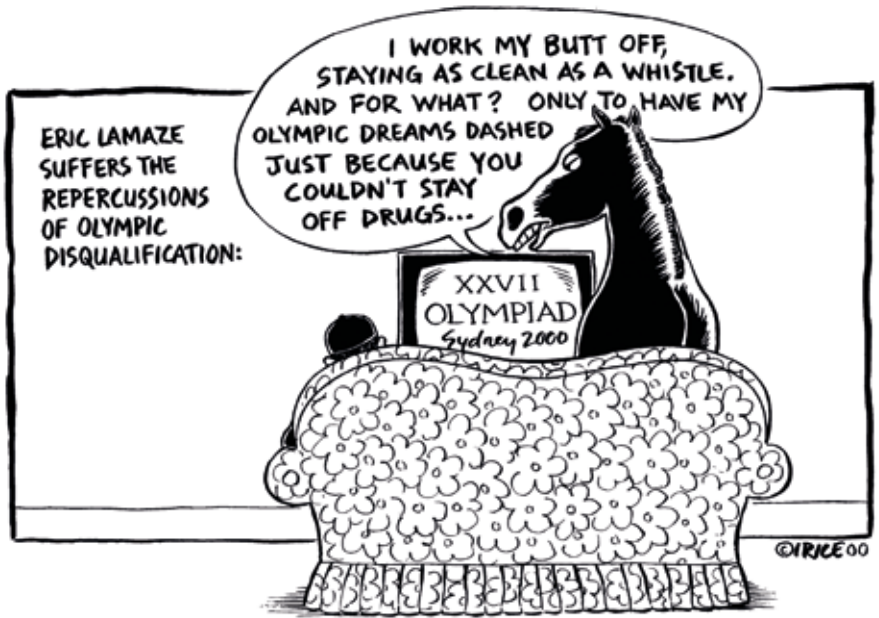
The first known sports competition for people with disabilities was staged by the USA in 1911 and was inappropriately called the "Cripples Olympiad." The Tokyo 2020 Paralympic Games will see 4,400 athletes across 22 sports. Such is the importance of medal success at the Paralympics that cheating is now just as prevalent as it is in the Olympics.



Cartoonist:
Jim Thompson, USA

Tokyo Olympic Countdown – Doping 1. Not Me. Guvnor

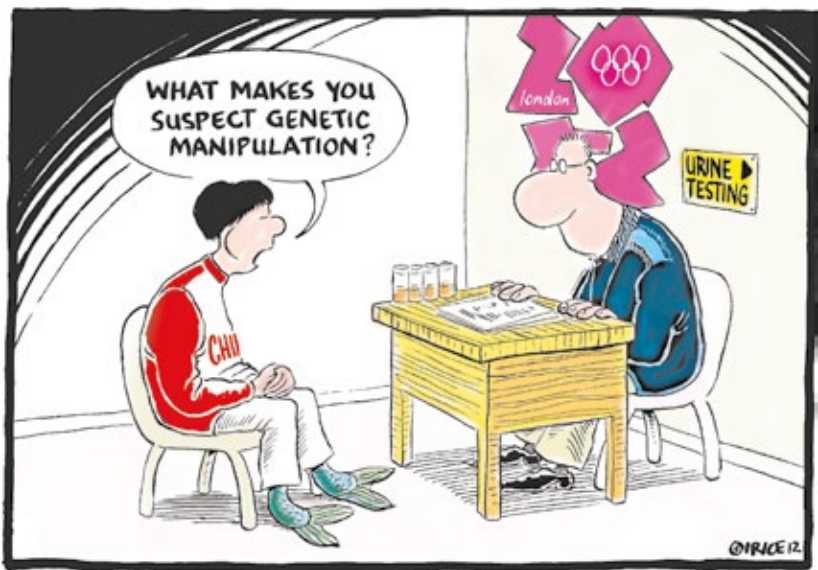
While scientists become ever more innovative in developing new drugs, athletes are becoming ever more creative in their defence. Their claims range from the vanishing twin, to the weather (rainfall carrying unidentified waste), to too much sex with the wife the night before.



Cartoonist:
Ingrid Rice, Canada

Tokyo Olympic Countdown – Doping 2. Genetic

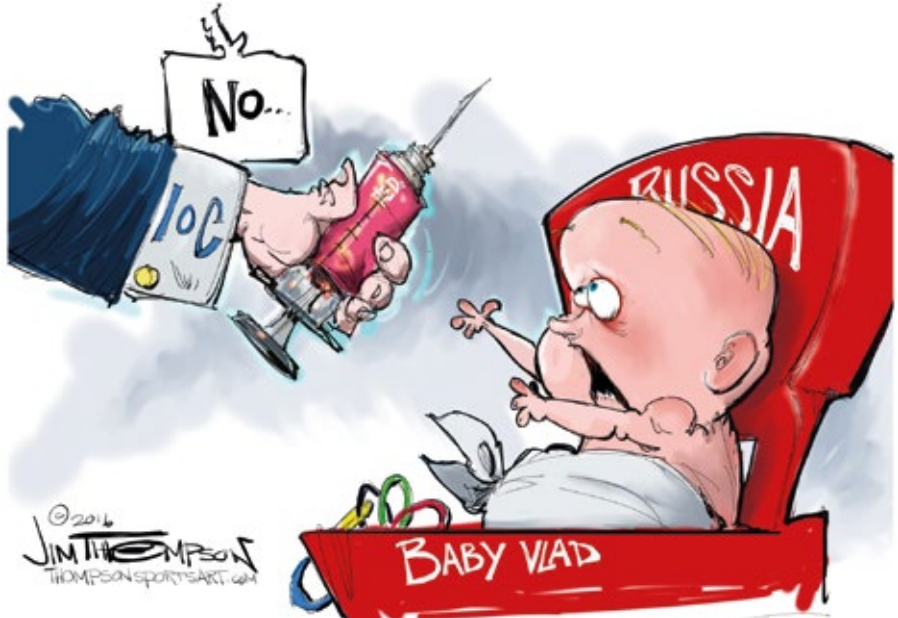
Will the fight against doping ever be won? Scientists working on gene manipulation have already created “mighty mouse” in their laboratories, prompting coaches to immediately offer their whole team as guinea pigs.



Cartoonist:
Ingrid Rice, Canada

Tokyo Olympic Countdown – A little Misunderstanding

Russia is still paying the price for its “little misunderstanding” in Sochi, where it was caught running a programme swapping “dirty” urine samples for “clean” ones. Russian athletes will only compete in Tokyo as neutrals, with no flag or national anthem.



Cartoonist:
Jim Thompson, USA

Tokyo Olympic Countdown – TV and Commercials

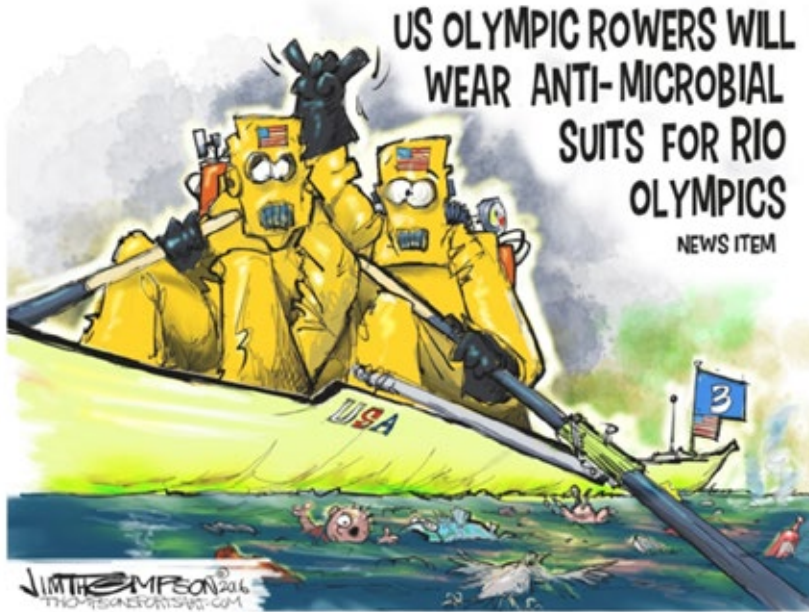
It is interesting how some politicians and media refer to the Olympic Games as being over-commercialised, when the Olympics remain the last major event in the world NOT to have any advertising around the fields of play or on the athletes.



Cartoonist:
Adrian Raeside, Canada

Tokyo Olympic Countdown – Health Crisis 1

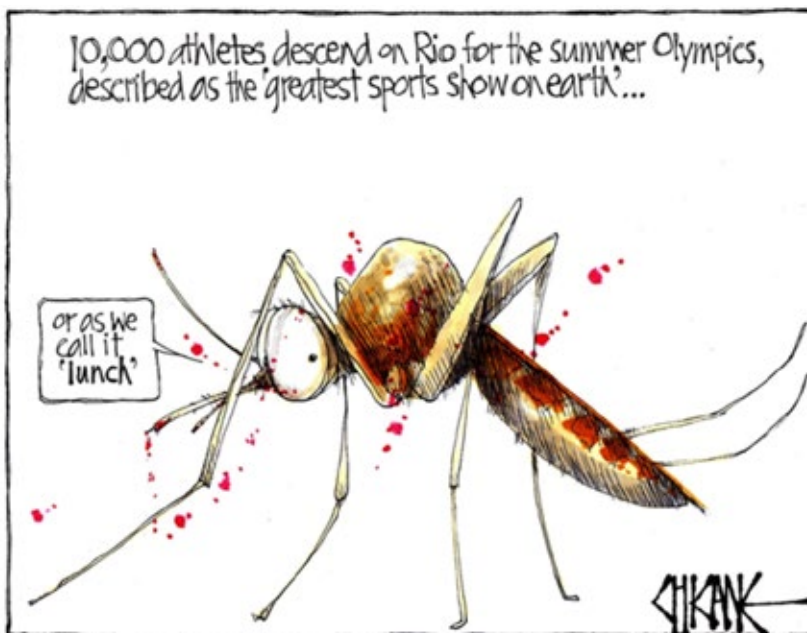
The Tokyo 2020 Olympic Games will not be the first where hazmat (hazardous materials) suits are part of the official uniform. In Rio 2016, such was the concern from polluted waters to the Zika virus that some teams supposedly took special biological suits to Rio.



Cartoonist:
Jim Thompson, USA

Tokyo Olympic Countdown – Health Crisis 2

Tokyo - not the first Olympic Games with calls for cancellation due to a health crisis. Four years ago, medical experts were calling for the cancellation of Rio, due to the Zika crisis.



Cartoonist:
Chicane, New Zealand