

## Newsletter 365 JUNE 2026

### The Olympic Classroom: AI-Powered Digital Marketing Competition

As part of the collaboration between the Olympic Committee of Israel and Google, the final event of the AI-powered digital marketing program, led by former Olympic squad member Ido Ajzenstadt, was held this month. Throughout the program, students participated in professional enrichment sessions focusing on digital marketing and artificial intelligence, acquiring innovative tools and practical knowledge applicable to the worlds of sport and communication.

At the culmination of the program, students presented AI-based marketing strategies to a panel of judges composed of representatives from Google, the school administration, and the Olympic Committee of Israel. Their challenge was to develop creative campaigns aimed at recruiting young athletes to the sports clubs in which they train. Combining strategic thinking, creativity, and innovation, the students delivered impressive projects that demonstrated both originality and a strong command of the AI tools introduced throughout the program.



## Beyond the Rings: A Workshop for Young Athletes Inspired by Olympic Values

A unique workshop inspired by the spirit of the Olympic Movement was held with the Israel Sailing Association, offering young athletes the opportunity to step away from the daily routine of training and competition and reflect on their sporting journey from a broader perspective. Through the Beyond the Rings workshop, participants looked beyond the technical aspects of their sport and explored the values, principles, and ideals that form the foundation of the Olympic Movement.

The workshop was led by Olympic sailors Eran Sela, Nufar Edelman, Shahar Tibi, Nitai Hasson, Yahel Wallach, and Omri Hazor, whose involvement created an inspiring intergenerational exchange and strengthened the participants' sense of continuity, belonging, and connection to the Olympic community.



## Brisbane 2032 Youth Program: An Educational Enrichment Day

As part of the Brisbane 2032 Youth Program, led by the Olympic Committee of Israel to support the next generation of Israeli athletes through a long-term professional framework, an

educational enrichment day was held for program participants. Forty-seven athletes representing ten different sports visited the Palmach Cave at Mishmar HaEmek, where they learned about the history of the Palmach and took part in a series of challenging team-building activities and an Olympic-themed puzzle course at Reut Park.

These enrichment experiences play an important role in the personal and athletic development of the young athletes, allowing them to step away from their training routines, broaden their horizons, deepen their connection to Olympic values, and strengthen their sense of belonging, responsibility, and commitment to their sporting and personal journeys.



## Olympic and Paralympic Summit

Olympic and Paralympic athletes took part in the annual Athletes' Commission gathering, held at Deloitte's offices in Tel Aviv in collaboration with the Israel Paralympic Committee and the Olympic Committee of Israel's "The Day After" program. The event strengthened the connection between sport, innovation, and technology, while highlighting a shared commitment to providing athletes with tools and opportunities beyond their competitive careers.

Participants engaged in Olympic-Paralympic team-building activities that emphasized collaboration and shared thinking, and attended a lecture on entrepreneurship in a rapidly changing technological world delivered by Amit Harel, Head of "Deloitte Catalyst". The "The Day After" program supports athletes in planning for the future through personal guidance, educational counseling, mentoring, workshops, and career and financial advice.



## Olympic Day Festival

International Olympic Day was celebrated this month with a special festival at Meir Medical Center, bringing together Olympic and Paralympic athletes and dozens of children and youth. Held annually by the Olympic Committee of Israel, the event highlights the power of sport to promote a better society and the values of the Olympic Movement.

For the third consecutive year, the celebration was dedicated to the children of the Sports and Wellness Center at Meir, where Olympic athletes volunteer on a regular basis. The festival opened with a torch relay and the carrying of the Olympic flag, followed by an opportunity for approximately 130 children to experience a wide variety of sports, including judo, archery, gymnastics, fencing, sport climbing, wheelchair basketball, lacrosse, and taekwondo.

Among the athletes taking part were Yuval Freilich, Moran Samuel, Shira Rishony, Ofir Shaham, Asaf Yasur, Alon Dor-On, Mikaella Moshe, Itay Shani, and Roy Dror, who guided the children and provided inspiration through their direct engagement and personal stories.

