

Newsletter - Olympism 365

September 2026

The Beach, the Sea, and the Olympic Spirit

As part of the collaboration between the Olympic Committee of Israel and EcoOcean, a joint beach cleanup activity was held at Achziv Beach, bringing together sport, education, and sustainability. Around 75 third-grade students from Maayanot Kabri School took part in the activity, alongside Olympic fencer Yuval Freilich and 15 athletes from the artistic swimming national team.

The participants collected waste along the shoreline and took part in an educational activity focusing on marine pollution and the responsibility to protect the environment. The activity was held ahead of World Cleanup Day, marked on September 20. Held for the fifth time, the initiative aims to strengthen values of responsibility, involvement, and leading by example among the younger generation through shared experiences and activities with athletes.



We Are All 11: Remembering and Commemorating the 11 Munich Victims

To mark the official memorial day for the 11 Munich victims, a unique project was held this year to strengthen the intergenerational connection between today's athletes and the families of those who were murdered. Athletes from the Olympic squads accompanied the families at memorial ceremonies held at cemeteries across the country, reflecting the younger generation's commitment to remembering, honoring, and preserving the legacy of the victims. Participants included Yuval Freilich, Ofir Dayan, Michael Laitarovsky, Girmaw Amare, and Yan Margulis.

In addition, for the second consecutive year, a special seminar was held at Munich House in Tel Aviv, dedicated to exploring the impact of the massacre on the identity of today's athletes. The day opened with a wreath-laying ceremony attended by the representative of the Bavarian government in Israel, Mr. Steven Schmerz; representatives of the Olympic Committee, President Yael Arad and Mr. Uri Afek; and athletes from the Wingate Academy for Excellence in Sport.

This was followed by an intergenerational panel moderated by Yarden Har Lev, featuring Ankie Spitzer, widow of the late Andrei Spitzer; Yehuda Weinstein, an Olympic fencer and member of the Israeli delegation to the Munich 1972 Olympic Games; and Olympic fencer Yuval Freilich. The day concluded with roundtable discussions with athletes from the Wingate Academy, focusing on the meaning of remembrance and the impact of the events of Munich on national and sporting identity today.



To Be a Champion Is to Give

As part of the strategy and values promoted by the Olympic Committee of Israel, and ahead of Rosh Hashanah, the Olympic Classrooms at Shamir High School in Tel Aviv and Arens School in Petah Tikva joined Latet's food collection campaign for the fourth consecutive year.

Throughout the eight-day campaign, held at Shufersal branches, the athletes from both schools took an active role in the initiative, encouraging customers to purchase and donate food products for families in need and helping to pack more than 100 boxes filled with donated goods.

The ongoing collaboration between Latet and the Olympic Committee of Israel puts the values of social responsibility, giving, and community involvement into practice. Each year, students from the Olympic Classrooms are warmly welcomed at the participating branches, turning the activity into a meaningful opportunity to connect the values of sport with social action for the benefit of the community.



Olympic Stars Shine Bright

This month, children at the Sports Centre at Meir Medical Centre had the opportunity to discover baseball, which will return to the Olympic Games program at Los Angeles 2028. Assaf Lowengart, Omer Broker, Idan Menashe, Yahav Arbel, and Meir Ginensky led an engaging activity that introduced the children to the world of baseball in a fun and appealing way.

During the activity, the children practiced a variety of baseball skills, became familiar with the equipment and fundamentals of the sport, and learned about the importance of accuracy, hand-eye coordination, teamwork, and cooperation. The session gave the children an opportunity to experience a sport that is unfamiliar to many of them, meet the athletes up close, and conclude the activity with plenty of enthusiasm, curiosity, and an appetite for more.



Opening-of-Year Meeting for the Olympism in the Golan Heights Program

At the beginning of September, the opening-of-year conference for the Olympism talent identification program in the Druze community of the Golan Heights was held in Buq'ata for the 2026–27 school year, with the participation of the program's professional and educational partners.

During the conference, Yoram Cohen presented the athlete identification process, including its theoretical and practical aspects, while Loris Afara presented the "Olympism" educational

program. The meeting also included a joint discussion and alignment of expectations ahead of the coming year of activities, which will include athletics, cycling, and swimming.

The conference marked the beginning of another year of the program, which aims to create new opportunities, identify and nurture young talent, and connect sport, education, and Olympic values. The program is conducted in cooperation with the Ministry of Culture and Sport, the Ministry of Education, the Israel School Sport Association, the Elite Sport Department, Olympic sports federations, and four local authorities: Ein Qiniyye, Majdal Shams, Mas'ade, and Buq'ata.

