



Descriptive Summary

Title: The Connie Siewert Collection

Repository: Beulah Williams Library Archives and Special Collections, Northern State University

Creator: Connie Siewert

Dates: 1992-1996

Extent: 36 linear feet

Administrative Information

Acquisitions Information: Connie Siewert donated all the items that make up this collection.

Processing Information: Processed by Michael Wurtz and Robert Russell, edited by Rachel Senese and Sarah Jones.

Access Restrictions: None

Copyright Notice: Literary rights and copyrights, when applicable, have been assigned to Beulah Williams Library

Preferred Citation: Item Name, Date, The Connie Siewert Collection, Northern State University Archives & Special Collections, Williams Library, Aberdeen, SD.

Biographical Note

Connie Siewert has over 25 years experience in the business world that spans finance, marketing and operations. Her work experience started as a CPA with Deloitte, followed by ten years as a telecom executive with Nortel, four years managing the \$1B brand program for the 1996 Olympic Games, five years as a marketing consultant and four years working in the software industry.

During her years at Nortel she served as Controller for a new research and development laboratory that was being developed in Atlanta, Georgia and later took on the role of Controller for the \$.5B Sales and Marketing Region in that same territory.

In 1992 she joined Atlanta Centennial Olympic Properties, a joint venture between the Atlanta Committee for the Olympic Games and the United States Olympic Committee, as Director of Marketing where she was initially in charge of Finance, Operations and the Human Resources function for this marketing arm of the 1996 Olympic Games. A short time later, she was also given the brand program to manage where she authored the brand manual and directed the review and approval of over 40,000 promotional brand uses. Submissions ranged from worldwide sponsor and licensee broadcast, print and product applications, to the international banking community coin programs, the individual government stamp programs and five albums produced by the recording industry.

Connie currently works for IBM in Field Marketing where she creates joint campaigns with software partners involving authoring business white papers, mailers and microsites as well as directing the development of online animated demos and customer experiential videos.

Connie makes her home in Atlanta, Georgia and is the author of the book "The Skeptic's Guide to The Adventures of Life", an experiential review of alternative therapies, which was selected for the 2006 Book Expo autographing program.

Collection Summary

The Connie Siewert collection contains items from the years of 1973 - 1996 with the bulk of the material being from the years 1992 -- 1996. Included in the collection are activities related to the 1996 Atlanta Olympics, correspondence, news releases, publications, advertisements, official collectible items, and graphics standards material.

A large portion of the collection focuses on the activities of various Olympic Committees (mostly the Atlanta Committee for the Olympic Games--ACOG) leading up to, and including the Olympic Games. Events include previous Olympic Games, licensing workshops, marketing, IZZY Mascot related promotional events, and events related to Official Sponsors.

Official Sponsors include AT&T, Budweiser/ Anheuser-Busch Inc., Coca-Cola, Delta Airlines, General Mills, General Motors, Home Depot, IBM, John Hancock, Kodak, McDonald's Corp, Motorola, Sports Illustrated, Swatch, UPS, Visa, Xerox, and York.

A variety of types of material are included in the collection. Material ranges from regular legal sized printed material for the majority of the collection, ephemera which consist of various sized examples of what was being marketed, and oversized materials includes various large posters, ads, and irregular sized objects. Large albums containing various sized advertisements are included with the oversized material. A small portion of audio/visual materials, such as video tapes and slides, are included as well. The wide range of materials combined portray to what extent the Olympics Games were marketed, with various age groups as the target audience. The IZZY character being one example of targeting a specific audience.

The items that make up this collection provide first-hand information about the inner workings of how the Atlanta Committee of the Olympic Games spear-headed the commercializing and marketing a world-wide sport related event. Most of the items reflect research into global marketing efforts and the marketing of the 1996 Olympic Games.

Series Descriptions

Series 1: Atlanta Olympic Activities Boxes 1-9 Dates: 1992-1996, n.d.

Publications, Correspondences, Memorandums, News Releases and Manuals regarding Olympic Activities for the 1996 Atlanta Olympics make up this portion of the collection. This includes materials from the Atlanta Committee for the Olympic Games (ACOG), Atlanta Centennial Olympic Properties (ACOP), Various International and United States Olympic Committees, and from Connie Siewert, the donor of this collection. The material ranges from official publications including ticket request forms to marketing strategies, licensing standards, graphic standards manuals, sales guides, news releases, and sponsor guideline handbooks.

Series 2: Official Sponsors Boxes 10-11 Dates: 1993-1996, n.d.

This series consists of the Official Sponsors of the 1996 Olympic Games which includes Coca-Cola, General Motors, McDonald's Corp, Swatch, UPS, Visa, among others. The materials in this series consist of publications such as advertisements, information packets, merchandise catalogues, correspondence, pamphlets, and sponsor graphic standards manuals.

Series 3: General Publications Boxes 12-13, 40 Dates: 1983-1996, n.d.

The first part of this series consists of various licensed products and general publications such as ads, flyers, merchandise catalogues, information packets, commercial scripts, product descriptions, and ticket packages. The licensed manufacturers and suppliers include Crystal Springs, Hanes, Aramark, Film Roman, NBC, among others, and numerous publications related to apparel, collectibles, and food & beverage. Also included in this series are more general publications dealing with the 1996 Olympics, such as *Olympic Atlanta*, *The Atlanta Journal/The Atlanta Constitution*, *Behold the Flame*, *1996 Gold Rush*, *The Licensing Book International*, *LIFE*, and *USA Today*.

Series 4: Ephemera Boxes 14-31, 37-40 Dates: 1995, n.d.

This series is comprised of various collectibles, sponsor merchandise, and licensed products, such as product packaging, clothing, figurines, dolls, and games. The items from this series relate to the ACOG, ACOP, various International Olympic Committees, IZZY Mascot, Sponsors, and Suppliers. An example of an Olympic Staff Uniform (Box 31) is also included in this series.

Series 5: Oversized Boxes 32-34, MF4:B:01 Dates: 1993-1996, n.d.
10:08:02a.

This series includes all oversized material in the collection from the ACOG, ACOP, International Olympic Committees, IZZY, Sponsors, and licensed products. It includes items such as sponsor product packaging, display boards, framed and unframed posters including an autographed IBM poster by Al Oerter, a Cobi Troupe boxed set Barcelona '92, and a Kamball Mini Basketball Board. The series also contains large albums consisting of sponsor advertisements.

Series 6: Audio/Visual Boxes 35-36 Dates: 1993-1996, n.d.

This series contains audio/visual material. A large portion of the series consists of videos from the ACOG, IZZY, and the ACOP, such as: advertisements, Olympic merchandise, ACOP Design Review, broadcasts, and IZZY animations. Some videos are also from Entertainment Tonight, The Today Show, What's New in Sporting Goods, the Oprah Winfrey Show, among others. Projector slides about Events & Promotions, presentations, Official Logos and Products, and IZZY are also included in this series.

Detailed Description of the Collection

Series 1: Atlanta Olympic Activities

Box 1: Atlanta Olympic Committee (ACOG)

Additional ACOG material in Ephemera Boxes 14-18, Oversized, and Audio/Visual Boxes 36 & 37

FF1	1996	Correspondence: Sponsor Event Invitations, Greeting cards, postcards
FF2	1994-1996	Correspondence: Memorandum
FF3	Aug. 1992-May 1995	Correspondence: Administration Position Descriptions
FF4	Feb., July 1996	Correspondence: Ticket Request Forms, Tickets, Flyers
Item #1	1996	Bound Publication: The Centennial Olympic Games Ticket Request Book, Commemorative Edition
FF5	Nov. 1996	Promotional Packet: Olympic Suite Program
FF6	1995-1996	Promotional Pamphlets: Cultural Olympiad
FF7	1992	Promotional Pamphlets: Invitations, Guides, Newsletters
FF8	Jun.- Dec. 1993	Publication: <i>The ACOG Torch</i>
FF9	Feb.-Aug. 1994	Publication: <i>The ACOG Torch</i>
FF10	Sept. -Dec. 1994	Publication: <i>The ACOG Torch</i>
FF11	Jan.1995-Jan.1996	Publication: <i>The ACOG Torch</i>
FF12	1992-1993	Publication: Centennial Olympic Games
FF13	n.d.	Publications: Marketing publications and reports
Item #2	1996	Publication: HANES Calendar of the Olympic Games

Item #3	1995	Publication: The Centennial Olympic Games Ticket Request Book, Commemorative Edition
Item #4	July 19-Aug. 4, 1996	Publication: Centennial Olympic Games: Official Souvenir Program (2 copies)
FF14	Jan. 4, 1994	Publications: Newsletters, News Release, Trivia
FF15	Jan. 20, Feb. 22-23, 1995.	News Releases
FF16	Mar. 1-3, 6-7, 1995	News Releases
FF17	Mar. 13-17, 1995	News Releases
FF18	Mar. 24, 31, 1995	News Releases
FF19	Apr. 3-4, 18-20. 1995	News Releases
FF20	Jun. 16, 19-23, 1995	News Releases
FF21	Jun. 26-29, 1995	News Releases
FF22	Jul. 11-14, 17-18, 1995	News Releases
FF23	Aug. 4, 7-9, 1995	News Releases
FF24	Aug. 14, 16, 1995	News Releases
FF25	Aug. 21-25, 28, 1995	News Releases
FF26	Sept. 1, 5-7, 1995	News Releases
FF27	Sept. 11-14, 1995	News Releases
FF28	Sept. 18-22, 1995	News Releases
FF29	Sept. 25-28, 1995	News Releases
FF30	Oct. 1, 1995	Publication: Special Report on the USOC. News articles assembled by the ACOG.
FF31	Oct. 4-6, 10-11, 1995	News Releases
FF32	Oct. 16-20, 1995	News Releases
FF33	Oct. 23-27, 1995	News Releases

Box 2: ACOG

FF1	Oct. 30-31, Nov. 1-3, 1995	News Releases
FF2	Nov. 7-10, 1995	News Releases
FF3	Nov.13-16, 1995	News Releases
FF4	Apr. 19, 1996	News Releases
Item #1	1996	Publication: Olympic Magazine
Item #2	1996	Publication: Olympic Security Team Program
Item #3	Nov. 1994	Publication: Atlanta Sports '95 Sponsorship Opportunities, version 2
FF5	Dec. 1992	Publications: Olympian pamphlets
FF6	1994	Publications: Lillehammer Games, Lake Placid Games
FF7	1996	Official Fan Club of the Olympic Games: Folder and Handout

Box 3: ACOG

Item #1	n.d.	Publication: "Olympic Games Staff Resource Kit" Manual With Video
Item #2	n.d.	Publication: Empty Folder Manual
Item #3	n.d.	Publication: Standards Manual
Item #4	1994-1996	Publication: "Atlanta 1996 Publication. Book 1" Manual
Item #5	Oct. 1993	Publication: "The Premier Collection of Olympic Signature Events" Collection Kit
Item #6	n.d.	Publication: "The Celebration of the Century." (2 copies)
Item #7	Aug. 4, 1996	Publication: The Centennial of the Modern Olympic Games. (2 copies)

Box 4: Atlanta Centennial Olympic Properties (ACOP)

Additional ACOP material in Ephemera Box 18, Oversized Box 33, and Audio/Visual Boxes 36 & 37

Item #1	n.d.	Publication: ACOP Retail Sales Guide (2 copies)
FF1	Sept. 1993	Publications: Licensing Workshop

FF2	1994	Publications: Licensing Workshop schedules
Item #2	1994	Publication: Merchandise Catalogue
Item #3	1995	Publication: Merchandise Catalogue
Item #4	1996	Publication: Merchandise Catalogue (2 copies)
Item #5	Jun. 1996	Publication: Promotional Material for MoJAZZ/Motown Records
FF2	1995-1996	Publications: Pamphlets
FF3	Sept. 1993-Nov. 1994	Publications: Olympic Showcase
FF4	1995	Publications: Olympic Showcase

Box 5: ACOP

Item #1	1993	Publication: "ACOP Marketing Plan"
Item #2	April 26-27, 1994	Publication: "ACOP Licensing Workshop"

Box 6: International Olympic Committees

Additional IOC material in Ephemera Boxes 19 & 20, Oversized, and Audio/Visual Boxes 36 & 37

Item #1	1993-1996	Publication: "Canadian Olympic Association Graphic Standards Manual"
Item #2	1993	Publication: "International Olympic Committee Graphics Standards Manual"
Item #3	Jul. 9-Aug. 5, 1996	Publication: "Olympic Marketing Fact File" by International Olympic Committee Marketing Department
Item #4	Jan. 11, 1993	Publication: "Addendum to the Lillehammer '94 Design Handbook"
Item #5	n.d.	Publications: The Olympic Programme (TOP) Sponsor Handbook. "Reference" and "Action"

Box 7: International Olympic Committee

Item #1	1986	Publications: "International Olympic Committee Graphic Standards, volume 1 & 2"
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Box 8: ACOG Mascot: Izzy

Additional Izzy material in Ephemera Boxes 20 - 22, Oversized, and Audio/Visual Boxes 36 & 37

FF1	1994-1996	Publication: Merchandise Catalogues and Flyers
FF2	1994	Publication: News Release Packets
FF3	1995	Publication: Newsletter, News Releases
FF4	n.d.	Publication Packet: Pamphlets, Flyers, Newsletters, Fact and Information Sheet (2 copies)
FF5	1996	Publications: Correspondence, Izzy Character designs, Izzy Family Diagrams
FF6	n.d.	Publications: "Olympic Day in the Schools" Pamphlets and Posters
Item #1	n.d.	Publication: Izzy "Character Style Guide" Manual

Box 9: Connie Siewert

FF1	Mar. 1995-July 11, 1996	Correspondence: Invitations, From Sponsors, Sponsor Mail-in Offers
FF2	1995-1996	Correspondence: Izzy Update Meeting, Memorandum, Newsletters received
FF3	June 12,1996	Correspondence: Indonesia (3 sheets of Postage stamps)
	July 5,1996	Correspondence: Kenya (5 Sheets)
	July 22,1996	Correspondence: Kenya to Siewert
	July 15,1996	Correspondence: Siewert to Mr. Hussein (4 Sheets)
	July 16, 1996	Correspondence: Confirmation report
	July 31,1996	Correspondence: Correios de Caba Verda to Seiwert (6 sheets)
	August 20,1996	Correspondence: Paraguayo to Seiwert (In Spanish)
	n.d.	Stamps-Latvija (50 separate stamps)
FF4	1996	Correspondence: Ticket Request Forms, Schedule, Memorandum, Ticket Receipt
FF5	1973-1992	Publications: News Clippings about Olga Korbut , Foundation Pamphlet
Item #1	January 95	Publication: "Press Guide"

Item #2	1996	Publication: "1996 Olympic Games Press Guide"
Item #3	Sept. 16-17, 1996	Publication: Strategic Research Institute. L.P-"Sports Marketing and Sponsorship"

Series 2: Official Sponsors

Box 10: Official Sponsors

Additional Sponsor material in Ephemera Boxes 24 through 27, and Oversized Collection.

FF1	n.d.	Publications: All Sponsor Ads
FF2	1995-1996	AT&T Publications: Print, Licenced Product catalogues, Traveler's Guide <i>For more AT&T Materials, see also CSC Oversized Collection Album #12</i>
FF3	1996	AVON Publications: Merchandise Catalogues, Ads <i>For more AVON Materials, see also CSC Box 23, and Oversized Collection Album #11</i>
FF4	Aug. 1995-Oct. 1996	BAUSCH & LOMB Publications: Merchandise Price List, Correspondence, Ads <i>For more BAUSCH & LOMB Materials, see also CSC Ephemera Box 23</i>
FF5	1994-1996	BELLSOUTH Publications: Phonebook Covers, Correspondence
FF6	1995-1996	BELLSOUTH Publications: Annual Report, Ads, Pamphlets, Licensed Product Catalogue, Coupon Book
FF7	June 1995	BELLSOUTH Publications Packet: News Release, IZZY Photos and Slides, Address List, Collector's Pins, Pamphlets <i>For more BELLSOUTH Materials, see also CSC Ephemera Box 23 and Oversized Collection Album #9, Album #11</i>
FF8.	1996	BLUE CROSS/BLUE SHIELD Publications: Ads, Licensed Merchandise Catalogue, Correspondence <i>For more BLUE/CROSS BLUS SHIELD Materials, see also CSC Oversized Album #1</i>
FF9	1996	BMW Publications: Pamphlets, Ads, Licensed Merchandise Catalogue, Product Info

For more BMW Materials, see also CSC Oversized Album #6, Album #9

FF10 n.d. BORG WARNER SECURITY CORP Publications: Correspondence, Business Cards, Blank Stationary, Licensed Merchandise Catalogue

FF11 n.d. BUDWEISER/ ANHEUSER-BUSCH, INC. Publications: Olympic Games Schedule, Licensed Merchandise Catalogues

For more BUDWEISER/ANHEUSER-BUSCH INC. Materials, see also CSC Ephemera Box 23, and Oversized

FF12 1996 COCA COLA Publications: Market List, Ads, Pamphlets

Item #1 1996 COCA COLA Publications: "Minute Maid 1996 Olympic Options Guide"

For more COCA-COLA Materials, see also CSC Ephemera Box 24, and Oversized #2, #12

FF13 n.d. DELTA AIRLINES Publications: Pamphlets, Ticket, Ticket Holders, Licensed Merchandise Catalogue, Ads

For more DELTA AIRLINES Materials, see also Oversized Albums #2, #12

FF14 1996 DIAL CORP Publications: Mail-in Offers, Product Flyer Examples, Olympic Games Concepts Packet, Sales Packet, Licensed Merchandise Packet

For more DIAL CORP Materials, see also Ephemera Box 24, and Oversized

FF15 1996 GENERAL MOTORS Publications: Pamphlets, Ads, Product Guide, Blank Stationary

For more GENERAL MOTORS Materials, see also Oversized Albums #6, #9

FF16 n.d. HOLIDAY INN Publications: Ads and Flyers

For more HOLIDAY INN Materials, see also Oversized Albums #9, #11

FF17 1995-1996 HOME DEPOT Publications: Sales Receipt, Ads and Ad Booklets, Photo, Brick Program Form

For more HOME DEPOT Material, see also CSC Ephemera Box 24, and Oversized Album #12

FF18 1996 IBM Publications: Licensed Product Flyers and Catalogue

For more IBM Materials, see also CSC Oversized Album #10

FF19	1996	INTERNATIONAL PAPER Publications: Ads, Licensed Merchandise Catalogue
		<i>For more INTERNATIONAL PAPER Materials, see also CSC Oversized Album # 11</i>
FF20	1995	McDONALD'S CORP Publications: Packet: News Release, Fact Sheet, Correspondence, and Field Guidelines
FF21	1996	McDONALD'S CORP Publications: Ads, Stickers, Licensing Merchandise Catalogue, Flyers, Essay Contest Packet
		<i>Fore more MACDNALD'S CORP Materials, see also CSC Ephemera Box 25</i>
FF22	1994-1996	NATIONSBANK Publications: Correspondence, Pamphlets, VISA Cash Card, Ads, 1994 Licensed Merchandise Catalogue.
		<i>For more NATIONSBANK Materials, see also CSC Oversized Box 34, Albums #2, #12</i>
FF23	1996	NISSAN Publications: Pamphlets, Ads, Licensed Pin Catalogue, Licensed Merchandise Catalogue.
		<i>For more NISSAN Materials, see also CSC Oversized Box 35 Albums #1, #6, #9</i>
FF24	n.d.	SPORTS ILLUSTRATED Publications: Collector's Cards, Ads.
		<i>See also CSC Oversized Box 34</i>
Item #1	Jan. 8, 1996	Publication: SPORTS ILLUSTRATED autographed by Billy Payne
Item #2	22-Jul-96	Publication: SPORTS ILLUSTRATED Magazine
Item #3	July 26 & 31, 1996	Publications: "SPORTS ILLUSTRATED Olympic Daily"
Item #4	July & August 1996	Publications: "SPORTS ILLUSTRATED for Kids"
Item #5	1996	Publication: SPORTS ILLUSTRATED Special Commemorative Issue
FF25	1996	UPS Publications: Guide, Ads, Licensed Merchandise Catalogue, Blank Shipping Record, Maps.
		<i>For more UPS Materials, see also CSC Ephemera Box 26, Oversized Albums #3, #10</i>

FF26 1996 General Mills, Georgia Power, John Hancock, Merrill Lynch, Kodak, Motorola, Panasonic, Randstad Staffing Services, Scientific Atlanta, Textron, Xerox, and York Publications: Ads, Order Forms, Licensing Merchandise Flyers and Catalogue, Pamphlets.

See also CSC Ephemera Box 24, Oversized Box 34, and Albums #1, #3, #10, and #11

Box 11: Official Sponsors

Additional Official Sponsors material in Ephemera Box 26, Oversized Albums #3, #5, #10, #12.

Item #1	Winter 1995, June 1996	SWATCH Publication: "The SWATCH World Journal".
FF1	1995-1996	SWATCH Publication: Ads, Timekeeper Notebook.
FF2	1995-1996	SWATCH Publication: Envelopes, Merchandise Catalogues, Pamphlets.
FF3	Feb. 1996	SWATCH Packet: Fact Sheets, News Release.
Item #2	n.d	SWATCH Publication: "Official Swatch/Atlanta 1996 composite logo" Manual. Includes Floppy Disk.
Item #3	n.d	SWATCH Publication: SWATCH Information, Product Catalogue.
		<i>For more SWATCH Materials, see also CSC Ephemera Box 26, Oversized Box 34, Albums #5, #12</i>
FF4	1993-1996	VISA Publications: Correspondence, Postcard, Ads, Pamphlets, Info Packet: "A Winning Opportunity", Forms.
Item #4	n.d.	VISA Publication: VISA 1994/1996 Olympic Graphic Standards Manual."
		<i>For more VISA Materials, see also CSCS Ephemera Box 26, Oversized Box 34, Albums #3, #10</i>

Series 3: Publications

Box 12: Licensed Product Publications/ General Publications

FF1		Publications: Licensed Apparel Products Promotional Material (Arranged A-M by Production Company Name). <i>See also CSC Ephemera Box 27</i>
FF2		Publications: Licensed Apparel Products Promotional Material (Arranged N-Z by Production Company Name). <i>See also CSC Ephemera Box 27</i>
FF3		Publications: Licensed Collectible Products Promotional Material
FF4		CRYSTAL SPRINGS Publications: Promotional Material
FF5		Publications: Licensed Food and Beverage Promotional Products. <i>See also CSC Ephemera Box 27, 28, 29, and Oversized</i>
FF6		GEORGIA LOTTERY Publications: Promotional Material, ads
FF7		HANES Publications: Merchandise Catalogs, Merchandise Tags, Flyers. <i>For more HANES Materials, see also CSC Ephemera Box 27, 31, and Oversized Album #12</i>
FF8	Spring & Summer 1996	SPEEDO Publications: Merchandise Catalogs.
Item # 1	Jul. 29, 1996	SPEEDO Publication: Media Guide <i>For more SPEEDO Materials, see also CSC Ephemera Box 27, Oversized Album #5</i>
FF9	1996	Miscellaneous Publications: ARAMARK, BROTHER, BIG DOG SPORTSWEAR, PEPSI: Promotional Material, Ads, Product Catalogues. <i>See also CSC Oversized Album #1</i>
Item # 2	n.d	FORWARD ATLANTA Publication: Promotional Material from Metro Atlanta Chamber of Commerce
Item #3	n.d.	CAROLINA HANDLING Publication: Official Supplier Promotional Info
FF10	n.d.	THE EASTON EVENTS COMPANY, INC. Publications: Official Supplier Information Packet

FF11	n.d.	FILM ROMAN Publications: Info Packet: Correspondence, Memorandum
FF12	n.d.	LEISURE CLUBS INTERNATIONAL Publications: Ticket Packages
FF13		LEXMARK Publications: Product Descriptions
FF14	March & June 1996	MARTA Publications: "MATRA Magazine", Subway Line Maps
FF15		MONDO Publications: Ads, Info Packet
Item # 2	n.d.	MOVING PRODUCTS, INC. Publication: Company Information
FF16	Nov. 1, 1996	NBC Publications: Production Catalogues, Correspondence, Ad, NBC's "Viewers Guide"-Special Advertizing Section. <i>For more NBC Materials, see also CSC Ephemera Box 30, Oversized Album #7</i>
FF17	Jan. & Feb. 1996	RTV Publications: Info Packet: Diff. Commercial Scripts (All State Insurance, Chee-tos), Company Info,
Item #3	Nov. 28, 1994	THE SECKINGER-LEE COMPANY Publications: Info Packet: Product Descriptions, Letter to Sponsor, Order Forms. <i>For more of THE SECKINGER-LEE COMPANY Materials, see also CSC Ephemera Box 30</i>
FF18	Fall 1995, May 1996	VARIOUS Publications: Pamphlets, BUSCH GARDENS: Pamphlets, Newsletter, Stationary, RAYMOND Product Information. <i>See also CSC Ephemera Box 30</i>
Item #4	Oct. 1995	<i>Art and Antiques</i>
Item #5.	March- August 1996	"Olympic Atlanta" <i>The Atlanta Journal/The Atlanta Constitution</i>
FF19	March-May 1996	<i>The Atlanta Journal/The Atlanta Constitution</i>
FF20	Jun. 1996	<i>The Atlanta Journal/The Atlanta Constitution</i>
FF21	Jul.1-19, 1996	<i>The Atlanta Journal/The Atlanta Constitution</i>
FF22	Jul. 20-31, 1996	<i>The Atlanta Journal/The Atlanta Constitution</i>
FF23	Aug. 1996	<i>The Atlanta Journal/The Atlanta Constitution</i>

FF24	Oct. 1996, n.d.	<i>The Atlanta Journal/The Atlanta Constitution</i>
FF25	June 1994-March 1995	<i>Behold the Flame</i> Olympic Memorabilia
Item #6	February-August 1995	<i>Discount Merchandiser</i>
Item #7	July 22 & Aug. 5, 1996	<i>Fortune</i>
Item #8	n.d.	Reprint from the 1996 FORTUNE 500 Issue: Empowering the Olympic Movement
Item #9	Jan-Feb 1994 & Mar-Apr 1995	<i>Harvard Business Review</i>
FF26	1996	<i>1996 Gold Rush</i> Official Catalogue of the 1996 Catalogue of the 1996 Centennial Olympic Games
FF27	Sept. 1993-March 1994	<i>The Hula Report</i> Bill Shipp Enterprises
FF28	Oct. 1992-Dec.1993	<i>Inside Sporting Goods</i> Bob Carr, ed.
FF29	1994	<i>Inside Sporting Goods</i> Bob Carr, ed.
FF30	1995-Apr. 1996	<i>Inside Sporting Goods</i> Bob Carr, ed.
Item #10	n.d.	<i>Journalists' Choice: A Journalist-to Journalist Guide to the Best of Atlanta's Good Times</i> An Atlanta Press Club Publication
FF31	Jun. 1993 to Sept/Oct 1994	<i>The Licensing Book International</i>
FF32	June, November 1988 - February 1990	<i>The Licensing Journal</i> ed. Law Firm Grimes and Battersby
FF33	March, April, August 1991	<i>The Licensing Journal</i> ed. Law Firm Grimes and Battersby
FF34	1992	<i>The Licensing Journal</i> ed. Law Firm Grimes and Battersby
FF35	1993	<i>The Licensing Journal</i> ed. Law Firm Grimes and Battersby
FF36	1994	<i>The Licensing Journal</i> ed. Law Firm Grimes and Battersby
FF37	Nov/Dec 1994-April 1995	<i>The Licensing Journal</i> ed. Law Firm Grimes and Battersby
FF38	May 1995-April 1996	<i>The Licensing Journal</i> ed. Law Firm Grimes and Battersby

FF39 June 1994-June 1996 *Licensing Trends International Licensing Industry Merchandiser's Association*

FF40 n.d. *Atlanta International Restaurant Tour*

Box 13: Publications

Item #1	Jul. 1996	<i>Life: Naked Power, Amazing Grace: A Photographic Celebration of the Olympic Body</i>
FF1	1983-1987	<i>The Merchandising Reporter</i>
Item #2	Aug. & Nov. 1995	<i>Nickelodeon Magazine</i>
FF2	May. 1996	<i>New York Times</i> News articles
Item #3	1996	Guidebooks to the Olympic Games
FF3	Aug/Sept. 1993, Feb. 1995	<i>Olympic Beat</i> U.S. Olympic Committee
Item #4	n.d.	<i>Olympic Partnership: How Corporate Sponsors Support the Atlanta Games</i>
Item #5	Aug. 1996	<i>Outside</i>
FF4	1994	<i>Pin Pointers: Newsletter of the 1996 Olympic Games Pin Society</i>
FF5	June to April 1995	<i>Pin Pointers: Newsletter of the 1996 Olympic Games Pin Society</i>
FF6	May to August 1995	<i>Pin Pointers: Newsletter of the 1996 Olympic Games Pin Society</i>
FF7	September to December 1995	<i>Pin Pointers: Newsletter of the 1996 Olympic Games Pin Society</i>
FF8	June to March 1996	<i>Pin Pointers: Newsletter of the 1996 Olympic Games Pin Society</i>
FF9	April to August 1996	<i>Pin Pointers: Newsletter of the 1996 Olympic Games Pin Society</i>
FF10	June 1994 to June 1995	<i>Sports International</i>
FF11	April 1993 to April 1996	<i>Sports Letter: Amateur Athletic Foundation of Los Angeles</i>

FF12	March to December 1993	<i>Sports Licensing International Magazine</i>
FF13	Jan. 1994 to June 1995	<i>Sports Licensing International Magazine</i>
Item #6	July 1993 to June 1995	<i>Playthings Magazine</i>
Item #7	Sept. 1995	<i>Preview Magazine</i>
Item #8	Jan. 1995 to May 1996	<i>Sporting Goods Dealer Magazine</i>
Item #9	May 1995 to July 1995	<i>Southern Living Magazine</i>
Item #10	Summer 1996	<i>Southern Living Magazine: Commemorative Guide</i>
Item #11	Dec. 1990 and March 1991	<i>Team Licensing Business Magazine</i>
FF14	April 1996 to Aug. 1996	<i>Time Magazine Articles</i>
Item #12	Jan. 31, 1993	<i>The Times</i> a newspaper for NationsBank Associates.
Item #13	June. 22, 1996	<i>TV Guide</i>
FF15	July 1994 to June 1996	<i>USA Today</i>
FF16	July. 20, 1996	<i>USA Today</i>
FF17	July. 1996	<i>USA Today</i>
FF18	Aug. 5, 1996	<i>USA Today</i>
FF19	Aug. 1996	<i>USA Today</i>
FF20	n.d.	<i>USA Today</i>
Item #14	May. 1996	<i>Vanity Fair</i>
FF21	Aug. 2, 1996	<i>Wall Street Journal</i>
FF22	Apr. to Aug. 1996, n.d.	Miscellaneous Advertisements

Box 40: Publications and Coca-Cola

FF1	n.d.	Miscellaneous Advertisements
FF2	June to Aug. 1996, n.d.	Miscellaneous Advertisements

FF3	n.d.	Miscellaneous Magazine Articles
FF4	April to June 1996, n.d.	Miscellaneous Newspaper Articles
FF5	July 1996	Miscellaneous Newspaper Articles
FF6	August 1996	Miscellaneous Newspaper Articles

CSC Series 4: Ephemera

Box 14: ACOG

Additional Collector's Pin Cardboard display case

ACOG

Olympic

Activities

material in

Boxes 1-3,

Oversized.

and

Audio/Visual

Boxes 36 &

37

Gymnastic Figurine

Parade of Nations-Porcelain Collector's Plate

1st Colony Coffee and Mugs Gift Set

Pewter Key holder

American Flag foldout fan

Pouch

Book of 1st Colony Gourmet Coffees

Mouse Pads (2 items)

CD-ROMS (3 items)

Box 15: ACOG

*Additional
CSC Olympic
Activities
material in
Boxes 1-3,
Oversized,
and
Audio/Visual
Boxes 36 &
37*

Collection Cards

- FF1 Flags (3 items)
- FF2 Key holders (3 items), Magnet
- FF3 Pens and Pencils
- FF4 Merchandise Tags
- FF5 License Plates (2 items), Bumper Stickers (2 items), National Flag Stickers (1 pack of 4 sheets)
- FF6 Case of Collector's Cards (w/medallions)
- Stein
- Book of Gourmet Coffee
- Photo Album (with photos) Album cover
- Golf ball Gift set with pins
- Appreciation Medal
- Tennis Balls (Set of 3 balls)
- Key holders (3 items) are made of marble.
- Mug
- 1st COLONY Coffee Tin
- Deck of Cards
- Boxed Gift Pen
- Credit Card holder

Towel

Medallion Necklace

Coffee Cup

Shot Glass

Piece of Brick from Olympic Stadium

July. 19, 1995

Box 16: ACOG

Additional Baseball Caps (7 items)

CSC Olympic

Activities

material in

Boxes 1-3,

Oversized,

and

Audio/Visual

Boxes 36 &

37

Insulated Coffee Mug

Regular coffee Mugs

Bottle Insulators (2 items)

Box 17: ACOG.

Additional CSC Olympic Activities material in Boxes 1-3, Oversized Collection

White Button-Up Shirts (2)

Box 18: ACOG/Atlanta Committee Olympic Properties (ACOP).

Additional Double Throw (Blanket)

CSC Olympic

Activities

Boxes

material in 1-5, Oversized, and Audio/Visual Boxes 36 & 37

Framed Pin Collection

Sweatshirt

Golf club socks

Truffle Gift case

Centennial Olympic T-shirt

Christmas Ornament

ACOP Pewter box

Centennial Olympic Commemorative Box

ACOP Check Box Covers

T-Shirt

Cultural Olympiad Cassette

Box 19: Various International Committees

Additional CSC Olympic Activities material in Boxes 6 & 7

Barcelona '92 T-shirt

Lillehammer '94 Nintendo Game-boy Game

Tokyo 1964 Pen

Lillehammer '94 Poker Cards

Sydney 2000 Clothe Map

Sydney 2000 Boomerang

International Olympic Committee Folder

Box 20: Various International Committees/ IZZY

Additional Baseball Caps (4 caps)

IZZY material

in Boxes 6-8,

Oversized

Box 36, and

Audio/Visual

Boxes 36 &

37

US Team jacket

US Olympic Committee Pin Collection

Los Angeles Olympic Games Flags

Los Angeles Olympic Games Merch tags

IZZY Bumper stickers, Window cling, Postcards, Merchandise tags

FF1 IZZY Candy, Key holder, Pin, Pen

FF2 IZZY Promotion Signs (2 items)

IZZY Swim cap

IZZY T-shirt

Box 21: IZZY

Additional Coin bank

IZZY material

in Box 8,

Oversized

Collection,

and

Audio/Visual
Boxes 36 &
37

Figurines (8 items)

Bandage cases (2 cases) with bandages inside

Sweepstakes and Giveaway Posters (2 posters)

Football

Suspenders and Bowtie set

Suspenders Box Set

Neck Tie

Golf ball Set (2 sets of three balls)

Medallion Necklace

Pewter Key holders (2 items)

Figurine Key holders

Pewter Figurine

Playing Cards

Action Figurines (2 items)

Box 22: IZZY Plush
IZZY

IZZY Plush Backpack

Mini IZZY Plush

Box 23: CHAMPION plastic bags (4 bags).
Sponsors *Additional Champion material in Oversized Album #7*

CHAMPION T-Shirt

CHAMPION Sports Bra

AVON Baseball Cap.

Additional material in Official Sponsors Box 10, Oversized Album #9, #11

AVON Izzy Olympic Ring-toss Game

AVON Skin-so-soft Bottle

AVON Lip Balm (2 items)

BAUSCH & LOMB Product Packaging.

See also CSC Official Sponsors Box 10

FF1 BELL SOUTH Collectors Pin. Included a letter to Connie Siewert dated 3/20/1996.

For letter see Olympic Activities Box 9: Siewert, FF1. See also CSC Official Sponsors Box 10, Oversized Album #9, #11

BUDWEISER Product Packaging.

Additional Budweiser material in Box 10, Oversized Album #2, #12

BUDWEISER Promotion Signs

BUD LIGHT Aluminum Cans (7 cans)

Box 24: COCA-COLA Glass Bottles (9 bottles).

Sponsors

Additional Coca-Cola material in Box 10, Box 40, Oversized Album #3, #10

COCA-COLA Fold-out Fan

COCA-COLA 1992 Olympics Can

COCA-COLA 2L plastic Coke bottle

COCA-COLA 20oz Diet Coke

COCA-COLA Product Labels

FF1 COCA-COLA Bottle Carton (7 cartons)

COCA-COLA Golf Balls (2 sets of 3 balls)

COCA-COLA Drinking Cups (3 cups. 2 plastic, 1 wax paper)

COCA-COLA Pewter Spoon

COCA-COLA T-Shirt

DIAL CORP Leather Wallet.

Additional Dial material in Box 10, Oversized Album #1

DIAL CORP Golf Balls (1 set of 3 balls)

DIAL CORP Soap Carton

HOME DEPOT Apron.

Additional Home Depot material in Box 10, Oversized Album #12

HOME DEPOT Store Merch Bag

JOHN HANCOCK T-Shirt.

Additional John Hancock material in Box 10

KODAK Throw-away Camera.

Additional Kodak material in Box 10, Oversized Albums #3, #10

KODAK Film Carton

GENERAL MILLS Cereal Boxes (2 boxes).

Additional General Mills material in Box 10

FF2 GENERAL MILLS Medallions

MINUTE MAID Orange Juice Container

FF3

Box 25: Sponsors: McDonald's

Additional McDonalds material in Box 10 McDonalds Cups (11 cups, various sizes)

McDONALDS Flyers (2 flyers)

FF1 McDONALDS Tray Cover

FF1 McDONALDS Product Packaging: 7 Fries Cartons, 1 Sandwich Wrap, 1 Sandwich Carton, 2 Bags

FF2 McDONALDS Cap

McDONALDS Vest Sweatshirt

McDONALDS T-Shirt

Box 26:
Sponsors

UPS Shipment Box.

UPS Envelopes (2)

FF1 UPS Baseball Cap

Additional UPS material in Box 10, Oversized Album #3, #10

VISA T-Shirt.

VISA Baseball Cap

VISA Map

VISA Credit Card Holder

Additional VISA material in Box 11, Oversized Album #3, #10

SWATCH Genuine Watches (2), with two knock-offs.

Additional Swatch material in Box 11, Oversized Box 34, Album #5, #12

TEXACO Toy Truck

Box 27:
**Sponsors/
Licensed
Products**

CRISTAL SPRINGS Bottles (2 bottles).

Additional Cristal Springs material in Box 12 FF4

CRYSTAL SPRING Paper Cup

HANES T-Shirts (5 shirts).

Additional Hanes material in Box 12, Oversized Album #12 FF7

FETZER Wine Bottle.

Additional Fetzer material in Box 12 FF5

FETZER Sweepstakes Entry Forms

MIGHTY KIDS Outfits (3 items).

Additional Mighty Kids material in Box 12 FF1

PROFESSIONAL SPORTS CLUB Kids Outfit.

Additional Professional Sports Club material in Box 12 FF2

SPEEDO Swimsuit.

Additional Speedo material in Box 12 FF8, Oversized Album #5

STARTER Jacket.

Additional Starter material in Box 12 FF2

THE SECKINGER LEE COMPANY Tins (2).

Additional Seckinger Lee material in Box 12 Item #3

LOONEY TUNES Window Cling

GOLD MEDAL Flour Product Package.

Additional Gold Medal material in Box 12 FF5

BALL PARK FRANKS.

Additional Ballpark material in Box 12 FF5

FF1 JIMMY DEAN-Pork Sausage package.

Additional Jimmy Dean material in Box 12 FF5

FF1

Box 28 & Popcorn Tins (2).

29: *Additional material in Box 12 FF5*

**Licensed
Products**

Box 30: NBC Sweatshirt (Needs Cleaning).
Suppliers

Additional NBC material in Box 12 Oversized Album #5

NBC Polo Shirt

NBC T-shirt

NBC Golf balls (1 set of 3 balls)

NBC Cup

RAYMOND T-shirt.

Additional material in Box 12

Box 31: REEBOK Worn shoes, purchase receipt, voucher
Olympic
Staff
Uniform

HANES Shorts (2 pairs).

Additional Hanes material in Ephemera Box 27, Oversized Album #12

Polo Shirt

Belt

HANES Hat

Additional Hanes material in Box 12, Ephemera Box 27, Oversized Album #12

Box 37: *Additional ACOG Material in Boxes 1-3, Ephemera Boxes 14-18, and Audio/Visual Boxes 36 & 37*
KAMBALL
Basketball
Mini Board
and Rim.
Limited
Edition:
Celebratio
n 100 years
of the
Olympic

Games n.d.

24 X 12 X

2.25

Box 38: The *Additional International Committee Material in Boxes 6-7, Ephemera Boxes 19-20*

Cobi

Troupe

Boxed Set:

Barcelona

1992.

Includes

Publicatio

n: Packet:

Manual de

Aplicacion

Grafia.

Video.

Box 39: *Additional IZZY Material in Box 8, Ephemera Boxes 20-21, and Audio/Visual Boxes 36 & 37*

IZZY Board

and

Cushion.

Box 40: COCA-COLA Glass Bottles (10)

Publicatio

ns and

Coca Cola

Additional Coca-Cola material in Box 10, Box 24, Oversized Album #3, #10

CSC Series 5: Oversized

Box 32: Various Publications

Size

July 19- Aug 5,
1996

Publication: DAILY OLYMPIAN.

11.5 x 17

Additional ACOG Material in Boxes 1-3, Ephemera Boxes 14-18, and Audio/Visual Boxes 36 & 37

Publication: SWATCH Poster (3 posters). 10.5 x 16

Additional Swatch material in Box 11, Ephemera Box 26

Publication: NATIONSBANK Poster. 17 x 11

Additional Nationsbank material in Box 10

Publication: SPORTS ILLUSTRATION Poster. 16 x 8.5

Additional Sports Illustrated material in Box 10

Publication: ACOP Poster. 14 x 11

Additional ACOP Material in Box 4, Ephemera Box 18, Audio-Visual Boxes 32-33, and Audio/Visual Boxes 36 & 37

Publication: XEROX "Look of the Olympic Games" Banner Placement and Map. 17 x 11

Additional XEROX material in Box 10

Publication: CANNON Blanket Ad Poster. 27 x 21.5

Additional Licensed Product material in CSC Box 12, Ephemera Box 27

Box 33 NISSAN Sports Bag. 12 x 20

Additional Nissan material in Box 10

Box 34: Various Publications - Oversized

1996 Publication: Centennial Olympic Posters. 18 x 21(32)

Additional ACOG material in Boxes 1-3, Ephemera Boxes 14-18, and Audio/Visual Boxes 36 & 37

MF4:B:01 Various Publications - Oversized

1995 Publication: South African Olympics Team Display Tri-fold. 23.5 x 36.5

Additional International Committee Material in Boxes 6-7, Ephemera Boxes 19-20

n.d.	Publication: South African Olympic Team Wire-rung Pad Poster Display.	16.5 x 23.5
Feb. 12, 1994	Publication: Lillehammer 1994 Opening Ceremony Poster.	14 x 20
	<i>Additional International Committee Material in Boxes 6-7, Ephemera Boxes 19-20</i>	
	Publication: Collector's Coin Ad Poster (Written in Korean)	
	<i>Additional Collector's Material in CSC Box 12</i>	16 x 13.5
	Publication: NATIONSBANK Poster Ad.	
	<i>Additional Nationsbank Material in CSC Box 10</i>	
	Publication: Atlantic Committee for the Olympic Games (ACOG) Poster.	19 x 15 x 2.5
	<i>Additional ACOG Material in Boxes 1-3, Ephemera Boxes 14-18, and Audio/Visual Boxes 36 & 37</i>	
	BUD LIGHT Product Carton.	18 x 24
	<i>Additional Anheuser-Busch material in CSC Box 10, Ephemera Box 23</i>	29.5 x 20.5
	Publication: DIAL Promotional Poster.	
	<i>Additional Dial material in Box 10, Ephemera Box 24</i>	26 x 9
	Publication: DIAL Display Promotional Board.	24 x 18
	Publication: DIAL Display Promotional Board.	
	SECKINGER LEE Product Carton.	20.5 x 15.5
	<i>Additional Seckinger Lee material in Box 12, Ephemera Box 27</i>	
	EAGLE SNACK MIX Product Carton.	
	<i>Additional Licensed Product material in Box 12, Ephemera Box 27</i>	24 x 6
	Publication: Coupon Ad Offers: General Mills, Yoplait, Dial.	28 x 30
	<i>Additional Sponsor Material in Boxes 10-12, Ephemera Boxes 23-30</i>	26 x 26
	Publications: York, Blue Cross/Blue Shield, Aramark, General Motors, Nissan.	19 x 21

Additional Sponsor Material in Boxes 10-12, Ephemera Boxes 23-30

35.5 x 25.5

Publication: Special Advertising Section on Olympics (n.d.)

Additional Advertising Publications in Boxes 10 -13

Publication: FORTUNE (Feb. 19, 1996) All Sponsor Ads.

Additional Advertising Publications in Boxes 10 -13

IBM Framed Poster-Autographed by Al Oerter.

Publication: IZZY Poster Framed.

Additional IZZY Material in Box 8, Ephemera Boxes 20-21, and Audio/Visual Boxes 36 & 37

Small Advertisement Albums (15 x 13)

Album #1

Publication: Coupon Ad Offers: General Mills, Yoplait, Dial

Additional Sponsor Materials in Boxes 10-12, Ephemera Boxes 23-30

Publications: York, Blue Cross/Blue Shield, Aramark, General Motors, Nissan

Additional Sponsor Material in Boxes 10-12, Ephemera Boxes 23-30

Album #2

Publication: Special Advertising Section on Olympics (n.d)

Additional Advertising Publications in Boxes 10-13

Publication: FORTUNE (Feb. 19, 1996) All Sponsor Ads.

Additional Advertising Publications in Boxes 10-13

Publication: Bud Greenspan's "My Favorite Olympics Moments"

Additional General Publications in Boxes 12-13

Publication: NationsBank, Delta Airlines Ads.

Additional Sponsor Material in Box 10

Album #3

Publication: Ads: Coca-Cola, Kodak, Visa, Xerox, UPS.

Additional Sponsor Material in Box 10-11, Ephemera Boxes 23-27

Album #4

Publication: Apparel Ads, Atlanta Cultural Olympiad Ads.

Additional Advertising Publications in Boxes 10-13, Ephemera Box 27

Album #5 Publication: Ads: ACOP, Swatch, Speedo, Essex Mfg.

Related Material in Boxes 4 (ACOP), 11-12, Ephemera Boxes 26-27

Large Advertisement Albums (25 x 20)

10:08:02a

Album #6 Publication: Ads: General Motors (July, August, 1996), Cadillac, BMW, Chevrolet (Dec. 1995), Nissan.

Related Material in Boxes 10 & 12

Album #7 Publication: All Sponsor Ads.

Additional Sponsor Material in Boxes 10-12, Ephemera Boxes 23-30

Publication: A Kid's Guide to the Olympic Games (n.d.). *For more General Publications in Box 12-13*

Publication: CHAMPION Ads (July 1996).

Additional Champion Material in Ephemera Box 23

Publication: Ads: Macy's (June-July 1996), NBC.

Additional General Publications in Box 12-13

Album #8 Publication: Various Ads:

RICH'S: "Southern Style" (May- Aug 1996).

Additional General Publications in Box 12-13

MACY's (June-July 1996).

Additional General Publications in Box 12-13

ACOP "Special Feature Supplement to the Licensing Book (Nov. 1993).

Additional ACOP Material in Box 4, Ephemera Box 18, and Audio/Visual Boxes 36 & 37

Album #9 Publication: Ads: BELLSOUTH (Aug. 1996), BELLSOUTH Phone Book Cover (Dec. 1996), HOLIDAY INN (July 10 & 12, 1996).

Additional Sponsor Material in Box 10, Ephemera Boxes 23

CENTENNIAL OLYMPIC GAMES Gift Bag.

Additional ACOG Material in Boxes 1-3, Ephemera Boxes 14-18

Publication: MICHAEL DELACROIX-an official Artist of the 1996 Olympic Games: Bio, Pamphlet, Gift Bag.

Additional General Publications in Box 12-13

KELLOG'S Cereal Box (July 8, 1996)

GENERAL MILLS Cereal Box.

Additional General Mills Material in Print Box 10, Ephemera Box 24

Publications: Ads: Nissan, General Motors, BMW, Avon.

Additional Related Material in Boxes 10 & 12, Ephemera Box 23

Album #10

Publications: All Sponsor Ads.

For more Sponsor Material see also CSC Boxes 10-12, Ephemera Boxes 23-30

COCA-COLA Ads (July 1996), product 12-Pack Carton. *For more COCA-COLA Material see also Box 10, Ephemera Box 24*

KODAK Ads (July 1996).

For more KODAK Material see also Box 10, Ephemera Box 24

VISA Ads (July 1996).

For more VISA Material see also Box 11, Ephemera Box 26

UPS Ads (July & August 1996), Shipping Bag, Letter.

For more UPS Material see also Box 10, Ephemera Box 26

IBM Ads (July & August 1996).

For more IBM Material see also Box 10, Oversized

XEROX Ads (June 6, 1996).

For more XEROX Material see also Box 10, Oversized

Album #11

Publication: Ads:

BELLSOUTH Ad (May 19, 1996).

For more BELLSOUTH Material see also Box 10 Ephemera Box 23 Oversized

RANDSTAD STAFFING SERVICE Ad. (Aug. 4, 1996)

For more RANDSTAD Material see also Box 10

AVON Ads.

For more AVON Material see also Box 10 Ephemera Box 23

GENERAL MILLS Cereal Boxes.

For more GENERAL MILLS Material see also CSC Box 10, Ephemera Box 24

HOLIDAY INN Ads (June-July 1996).

For more HOLIDAY INN Material see also CSC Box 10

INTERNATIONAL PAPER Ads (July & August 1996).

For more INTERNATIONAL PAPER Material see also CSC Box 10

TEXACO Ad (July 26, 1996).

For more TEXACO Material see also CSC Box 10, Ephemera Box 27

Album #12

Publication: Ads:

NATIONSBANK Ads (July-August 1996).

For more NATIONSBANK Material see also CSC Box 10

HOME DEPOT Ads (Oct.-Nov. 1995, June-Sept. 1996). *For more HOME DEPOT Material see also CSC Box 10, Ephemera Box 24*

HANES Paper Bag.

For more HANES Material see also CSC Box 12, Ephemera Box 27

HANES Ad (July 22, 1996).

For more HANES Material see also CSC Print Box 12, Ephemera Box 27

BRYAN Bacon Product Carton.

For more Related Material see also CSC Print Box 12, Ephemera Box 27

DELTA AIRLINES Ads (July-August 1996).

For more DELTA AIRLINES Material see also CSC Print Box 10

SWATCH Ads, Bag.

For More SWATCH Material see also CSC Print Box 11, Ephemera Box 26

AT&T Ads (July-August 1996).

For More AT&T Material see also CSC Print Box 10

BUD LIGHT Product 12-Pack Carton.

For more BUD LIGHT/ANHEUSER-BUSCH, INC. Material see also CSC Print Box 10, Ephemera Box 23

CSC Series 6: Audio/Visual Materials

Box 35: Videotapes

Item 1	25-Oct-93	Entertainment Tonight: "The Olympic Mascot", WCBS-TV
Item 2	Nov-93	The Today Show, Macy's Thanksgiving Day Parade 1993
Item 3	20-Sep-95	Olympic Merchandise, WWOR-TV News
Item 4	7-Dec-95	ACOP 1995 Selection of Donor Advertisements (2 copies). <i>See also CSC Boxes 4-5, Ephemera Box 18, Oversized Box 34, Album #5, #8</i>
Item 5	29-Jan-96	ACOG Official Licensed Products. <i>See also CSC Boxes 10-12, Ephemera Boxes 14-31, Oversized Collection</i>
Item 6	29-May-96	What's New in Sporting Goods, WFLA-TV (2 copies)
Item 7	Jun-96	Sponsor Advertising Summary 1996 (2 copies). <i>See also CSC Boxes 10-11, CSC Ephemera Boxes 24 through 27, and Oversized Collection.</i>

Item 8	2-Jul-96	The Oprah Winfrey Show: Olympic Themed
Item 9	1996	1996 ACOP Design Review. <i>See also CSC Boxes 4-5, Ephemera Box 18, Oversized Box 34, Album #5, #8</i>
Item 10	1996	IZZY's Quest for Olympic Gold: 1996 Atlanta Olympic Special (2 copies).
Item 11	n.d.	100 Years of Olympic History
Item 12	n.d.	Full Body Animation Demo (for mascots)
Item 13	n.d.	Izzy Reel (2 copies). <i>See also CSC Box 8, Ephemera Boxes 20 through 22, and Oversized Collection</i>
Item 14	n.d.	The Power of the Dream
Item 15	n.d.	Roman Olympics Composite
Item 16	n.d.	100 Years of Olympic Glory
Item 17	n.d.	Busch Gardens/Sea World "Party for the Planet." <i>See also CSC Box 12</i>
Item 18	n.d.	ACOP Broadcast Public Service Announcement. <i>See also CSC Boxes 4-5, Ephemera Box 18, Oversized Box 34, Album #5, #8</i>
Item 19	n.d.	ACOP Movie Theater Public Service Announcement. <i>See also CSC Boxes 4-5, Ephemera Box 18, Oversized Box 34, Album #5, #8</i>
Item 20	n.d.	John Williams: Olympic Theme
Box 36: Slides		
FF1	1995-1996	Events & Promotions
FF2	1995-1996	Events & Promotions
FF3	1995-1996	Events & Promotions

FF4	1995-1996	Events & Promotions
FF5	1995-1996	Events & Promotions
FF6	1995 and n.d.	Presentations by ACOP personnel. <i>See also CSC Boxes 4-5, Ephemera Box 18, Oversized Box 34, Album #5, #8</i>
FF7	n.d.	Official Logos. <i>See also CSC Boxes 1-3, Ephemera Boxes 14-18 and Oversized</i>
FF8	n.d.	Official Products. <i>See also CSC Boxes 10-12, Ephemera Boxes 14- 31, Oversized Collection</i>
FF9	n.d.	Izzy. <i>See also CSC Box 8, Ephemera Boxes 20 through 22, and Oversized Collection</i>