



## PRESS RELEASE

September 20, 2015

Press release

### **JORDAN OLYMPIC COMMITTEE LAUNCHES 'NASH'**

*HRH Prince Feisal initiative to encourage children to embrace sport*

The Jordan Olympic Committee (JOC) has launched an innovative way to communicate the messages of sport and healthy living to the Kingdom's youngsters.

*Nash the Black Iris* is the brainchild of HRH Prince Feisal Al Hussein, President of the JOC, and will be used in a variety of ways to engage with every single child across the country.

Much more than a mascot, Nash is a character based on Jordan's national flower which has survived and thrived amidst harsh conditions in the deserts to become a popular young sporting icon.

At the launch, school children were treated to the premier showing of *'The Story of Nash'* which explains how he became the JOC children's ambassador. They were also enrolled as the first members of the Nash Club after taking the Nash Pledge.

"It is well documented that unless you have exposed children to sport by the time they are eight, then you have probably lost them," said HRH

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Prince Feisal, who oversaw the Nash character's development. "Nash is someone that the children can relate to who can then teach them the true values of sport in a fun way that they can understand.

"This is just the start of a long-term programme to bring young children closer to sport like never before."

Following the launch, a series of school children visits to the JOC will be organised in conjunction with the Royal Health Awareness Society's healthy schools initiative. Children will enjoy a fun day of Nash activity and also be enrolled into the Nash Club.

The '*Story of Nash*' will also be available online and Nash will be making a number of high profile public appearances.

Following this initial launch phase, more events will be planned through 2016 with the eventual goal for Nash to have reached out to every single child under the age of eight in Jordan.

The launch took place at the Children's Museum and welcomed the Minister of Education, His Excellency Dr Mohammad Thneibat, and dozens of children. It was also attended by JOC Board members along with other VIP guests.

**-Ends-**

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