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Organización  
de las Naciones Unidas  
para la Educación,  
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Организация  
Объединенных Наций по  
вопросам образования,  
науки и культуры

منظمة الأمم المتحدة  
للتربية والعلم والثقافة

联合国教育、  
科学及文化组织

**Address by Mr Koïchiro Matsuura, Director-General of UNESCO,  
on the occasion of the designation of  
Veronica Campbell-Brown  
as UNESCO Champions for Sport.**

**UNESCO, 13 October 2009**

Mrs Campbell-Brown,  
Mr President of the General Conference,  
Mr Chairman of the Executive Board,  
Madam Minister,  
Excellencies,  
Ladies and Gentlemen,

I am pleased to welcome you to this special ceremony to designate the distinguished Jamaican athlete, Veronica Campbell-Brown, as UNESCO Champion for Sport.

I would like to extend a particularly warm welcome to the Honourable Mrs Olivia Grange, Minister of Youth, Sports and Culture of Jamaica. Your Excellency, we are honoured to have you here with us this evening.

Let me also express my delight in welcoming our newest champion to UNESCO Headquarters.

Mrs Campbell-Brown,

Your breath-taking performance during the Beijing Summer Olympics of 2008 is a testament to your hard work and determination.

You are a five-time Olympic medallist, and the reigning Olympic 200 metre champion – and rightly considered one of the greatest Caribbean female sprinters of all times.

Your exceptional achievements exemplify the limitless potential of the human being.

Alongside your sporting career, you have equally devoted your apparently boundless energy in another field: education, obtaining your Bachelor of Science degree in 2006 from the University of Arkansas in Fayetteville. You are therefore a double role model for women all over the world, motivating them to pursue their dreams and overcome gender barriers.

Your achievements have been recognized at home through the award of the Order of Distinction. But perhaps the most important aspect of your fame lies in enabling you to draw attention to very important issues. Young people, and especially girls, are inspired by your drive and determination, encouraged to achieve a healthy balance of body and mind and understand the need to respect rivals and fellow competitors. By promoting these sporting ideals and ethics, you also promote peace, tolerance, and gender equality, and in so doing further UNESCO's aims in Jamaica, the Caribbean and beyond.

In becoming a Champion for Sport, you will join the ranks of other truly remarkable sports personalities such as Michael Schumacher, Justine Henin, Pele, and Jackie Silva in using your fame to support UNESCO's ideals and programmes.

It is therefore with great pleasure that I designate you as UNESCO Champion of Sport and wish you every success in your mission.