



The Colgate Women's Games Begins 26th Season

Women's Games Race Into New Millenium

As the nation prepares for the challenges of the new Millennium, young athletes on the East Coast are preparing for the competitive challenge of their young lives, participation in the nation's largest indoor track series -- The Colgate Women's Games.

When the 26th running of the Games begins in January, more than 11,000 girls and young women will participate in weekly events at Pratt Institute in Brooklyn, N.Y. Top performers will then compete in the finals at New York City's Madison Square Garden in February 2000. Young athletes of all ages around the country can measure their scores and times against some of the best talent in the nation by following weekly results of the Games at www.colgategames.com.

The Colgate Women's Games are the brainchild of Meet Director Fred Thompson; a former US Olympic Women's Track Coach, ABC Broadcaster and US Attorney. Thompson created the event with Colgate-Palmolive Company executives at a luncheon where they were discussing what could be done about the lack of positive activities for young women.

While the Games boast 17 former Olympians, many of whom return each year as officials, and several national record-holders, they are about more than athletic competition.

"The Games are a positive solution to a problem-plagued education system, which offers few after school activities for young women," Thompson says. "The Games teach self esteem, and promote racial harmony in an atmosphere of friendly competition."

In addition to ribbons and medals awarded weekly to all participants at the Colgate Women's Games, trophies and educational grants-in-aid are awarded to finalists.

Thompson points to countless individual success stories over the years, successes that have little to do with breaking national records, and insists these are what keep thousands of families coming back each year.

"Hundreds of former participants have gone on to college and successful careers," Thompson says. "Whether they were finalists or not, they inevitably come back to tell us that the Colgate Women's Games were one of the greatest influences on their lives."

However, the competition can't be overlooked. The Games, which officially open the women's indoor track season, have become a national proving ground, annually setting the pace for the season.

"Our girls are among the most heavily recruited female athletes by colleges and universities across the country," Thompson adds.

The Colgate Women's Games is one of two programs sponsored by Colgate-Palmolive Company with the impressive distinction of being the longest-running corporate-sponsored programs benefiting American youth. The other, 'Colgate Youth for America,' awards grants for community service.

To learn more about Colgate youth programs visit www.colgatepalmolive.com or write to 'The Colgate Women's Games' P.O. Box 201 Brooklyn, N.Y. 11202. Throughout the Games, you can follow weekly results at www.colgategames.com.