



L'Organisation pour la Paix par Le Sport

Sous le Haut Patronage
de S.A.S. le Prince Albert II de Monaco

The Chairman of Korean Air Becomes an Ambassador for Peace and Sport

Monaco, 26 February 2010 - Mr. Yang-Ho Cho, Chairman and CEO of Korean Air, is now an international Ambassador for "Peace and Sport, l'Organisation pour la Paix par le Sport." This appointment makes Mr. Cho the 10th official Ambassador for the Monaco-based organization, and the first from the Asian continent.

During a reception at the Olympians Reunion Center at the Winter Olympic Games in Vancouver 2010 last week, he was presented with an emblem of a Golden Dove to symbolize his commitment, from the hands of H.S.H. Prince Albert II of Monaco, Patron of Peace and Sport, and Joel Bouzou, President and Founder of Peace and Sport.

President and CEO of Korean Air since 1992, and Chairman and CEO since 1999, Mr. Cho is a well-known figure in global air transport. He has also been Chairman of the Hanjin Group since 2003, one of the largest conglomerates in international transport.

A true sports enthusiast, for two years Mr. Cho has been President of the Korea Table Tennis Association. In November 2009, he was also appointed East Asia Regional Vice President of the Asia Table Tennis Union. In July 2009, he became a member of the Korean Olympic Committee.

"President Cho and I share a common conviction: that sport can help shape a more peaceful world," declared Joel Bouzou. *"I am very impressed by his dedication to our movement and his many international goodwill activities, both through the Korean Table Tennis Association and as Head of Korean Air. We are extremely pleased that from now on, we can count on his support to promote sport as a tool for peace-building and to raise awareness amongst decision-makers in sport and politics."*

Mr. Cho added: *"I am deeply honoured to be invited to become an Ambassador for this great organization. I strongly believe that sport can change lives and help to spread peace around the world. Peace and Sport opens the way to promote this noble cause and the entire team from Korean Air is delighted to get involved. "*

Other Peace and Sport Ambassadors are **Wilfried Lemke** (Special Adviser to the UN Secretary General on Sport for Development and Peace); **Mario Pescante** (Vice President of the International Olympic Committee); **H.R.H. Prince Nawaf Faisal Fahd Abdulaziz of Saudi Arabia** (IOC Member, Vice-President of the NOC, Vice-President in charge of Youth for the Kingdom of Saudi Arabia), **Hicham El Guerrouj** (Olympic champion and IOC member); **Adnan Houdrouge** (CEO Mercure International of Monaco, Vice-President of Peace and Sport), **Sir Philip Craven**, MBE (IOC Member and President of the International Paralympic Committee), **Adolf Ogi** (former President of the Swiss Confederation and member of the NGO Right To Play's Steering Committee); **Mikhail Prokhorov** (President of Onexim and President of the Russian Biathlon Federation) and **AS MONACO FOOTBALL CLUB**.

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About Peace and Sport

Peace and Sport, *L'Organisation pour la Paix par le Sport* is a neutral and apolitical international initiative, based in Monaco under the High-Patronage of H.S.H. Prince Albert II of Monaco.

Peace and Sport puts sport and its structuring values at the heart of development projects led within communities in crisis around the world. With interventions in areas of post-conflict, extreme poverty or lacking social cohesion, Peace and Sport makes sport a vehicle for tolerance, respect, sharing and citizenship at the service of sustainable peace.

Supported by governments, world sport governing bodies, international organizations, major international companies in the private sector and international sports champions, Peace and Sport creates synergies between various different stakeholders to carry out four types of action:

- Organizing an annual International Forum (next edition in Monaco, 1-3 December 2010)
- A Resource Centre for sport and peace
- The Peace and Sport Awards, to reward individuals and initiatives contributing to peace
- Locally-Based Projects; concrete actions in different regions of crisis in the world.

Today, Peace and Sport has operations in Cote d'Ivoire, Burundi, Israel-Palestine, Timor Leste, Colombia and in Haiti.

Peace and Sport was founded by Joel Bouzou, current President of the organization. Mr. Bouzou is an Olympic medallist, World Champion of Modern Pentathlon and current Secretary General for the International Union of Modern Pentathlon (UIPM). He is also Advisor to H.S.H. Prince Albert II of Monaco.

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