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THE WHITE HOUSE
WASHINGTON

3/26/84

MEMO TO:

FROM:  PETE ROUSSEL

~~Mike:~~
For your Olympics
planning — some PIZ
thoughts off the top.

Pete

To: Mike Deaver
From: Pat Roussell →

Olympics 3/26/84
FL

Mike:

Several ideas re the Olympics:

- 1) Why not invite all living former U.S. medal holders to the White House for an event with the Reagans? It would certainly have a tie-in to August and would be a one-of-a-kind, historic photograph. This, in turn, might be turned into some sort of exhibit at the Games which thousands would see. One angle might be to have the current team here and use this as a send-off for them from their predecessors and using the White House as a patriotic backdrop. The Reagans could present the attendees a memento commemorating the occasion.
- 2) Give consideration to having the WH Council on Physical Fitness sponsor an Olympics-related event at the White House. Maybe an event on the South Lawn with the handicapped Olympics group, but an event that gets the WH Council associated with the Olympics, and thus more closely with the President.
- 3) Invite Joe Owens' wife to the WH for an appropriate event, but certainly one involving a photo with the Reagans which could be released to wires, black media, etc.

4) From what point will the run begin that delivers the torch opening the games? Is it possible that run could begin here? Usually they do this in relays for much distances, but what about a symbolic or actual start from here, again with a photo involving the Presidents.