



PRESENTING PARTNER

The Nordic Olympic Torchbearers are now on their way to South Korea and the Olympic Torch Relay

The Nordic Olympic Torchbearers are represented by local organizations that drive a positive change in society.

Stockholm, Sweden, Jan 4th 2018 – After an exciting poll and a lot of preparations during this fall it's now time. Now the Nordic Olympic Torchbearers will take off to South Korea to carry the Olympic Flame. 7500 Olympic Torchbearers from all over the world will gather in South Korea and on January 7th the Nordic troop will run with the Olympic Torch.

–The fact that the Olympic Torchbearers are representing organizations which are driving the positive change in society is very inspiring. Social Innovation is important to Samsung, we have been working within this field for a long period of time. We are so proud to be able to announce that these organizations will represent the Nordics in South Korea and we are looking forward to see them run with the Olympic Flame, says Eva Carrero, Corporate Marketing Director at Samsung Nordic.

This spring Samsung Nordic started the search to find the local representatives for the Olympic Torch Relay that is taking place before The Olympic Games in PyeongChang 2018. 12 Nordic organizations have been selected by the general public in Sweden, Norway and Finland. The organizations all contribute to the Nordic society in their innovative ways of bringing people together, breaking barriers and contribute to a positive societal change.

The representatives from the Nordics:

Bris, represented by Secretary General Magnus Jägerskog.

Giving People, represented by Secretary General Linda Hellquist.

Min Stora Dag, represented by Secretary General Hélène Benno.

Ung Cancer, represented by Secretary General Emma Tonnes.

Leijonaemot, represented by acting director Janet Grundström

FightBack, represented by founder Pekka Hyysalo

Brother Christmas, represented by founder Ari Koponen

Yksi Elämä, represented by ambassador Kaj Kunnas

The Dale Oen Experience, represented by Founder and instructor, Robin Dale Oen

Stiftelsen Sykehusbarn, represented by Founder and CEO, Magne Helander

Lær Kidsa Koding, represented by Director for internet and new media in IKT Norway, Torgeir Waterhouse

Young Sustainable Impact, represented by Co-Founder and CEO, Amund Grytting

Short facts about the Olympic Torch Relay

The Olympic Torch Relay in PyeongChang 2018 started the 1st of November and continues for 101 days, until the 9th of February 2018.

2018 km is the total distance of the Olympic Torch Relay, which also represents the year of when the Olympic Games takes place and the wish that the games will be a great success.

7500 Olympic Torchbearers from all over the world gathers in South Korea and on 7th January the Nordic Olympic Torchbearers will carry the Olympic Flame.

For more information

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