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On Behalf of the Laureus World Sports Academy

On behalf of all 69 members of the Laureus World Sports Academy and the wider Laureus Family, it is my great pleasure to welcome you to the Laureus World Sports Awards 2024.

I'd also like to extend a message of thanks to you, our media colleagues here in Spain and from around the world for your continued support for Laureus.

This is a very exciting landmark moment for Laureus – the 25th time the Awards have been presented, and the very first time the Awards Ceremony has been staged in the beautiful and enthralling city of Madrid.

Over the last quarter of a century, the Laureus World Sports Awards have become the premier honours event in international sport, and a unique occasion when sporting legends, past and present, come together to celebrate the achievements of the greatest sportsmen and sportswomen.

Each year around 1,300 of the world's leading writers, editors and broadcasters play a key role in the Laureus Awards. As members of the Laureus Media Panel, they vote for the Nominees for each Award.

It is from that list that the Academy Members select the Winners, and you only have to look at the illustrious names on the roll of honour to realise what an accolade it is to be chosen and why these are known as the "athletes' Awards".

More than choosing the Winners, the Academy also volunteers its time to support the work of Laureus Sport for Good around the world.

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At the very first Laureus Awards in 2000, our Patron, Nelson Mandela, said:

“SPORT HAS THE POWER TO CHANGE THE WORLD. IT HAS THE POWER TO INSPIRE. SPORT CAN CREATE HOPE, WHERE ONCE THERE WAS ONLY DESPAIR.”

Since then, Laureus – thanks to the continued support of our Founder, Johann Rupert, Chairman of Richemont – has supported community programmes which have used the power of sport to improve the lives of more than six-and-a-half million young people. And the work goes on.

It is an achievement of which we are all deeply proud and which really started a wider movement of athletes ‘giving back’.

It is an achievement of which we are all deeply proud, and we are immensely grateful to the Media who cover these stories and help to bring this important work to a wider public. △



Sean Fitzpatrick
Chairman, Laureus World Sports Academy

69 MEMBERS
OF THE LAUREUS WORLD
SPORTS ACADEMY



PROGRAMMES IMPROVE
THE LIVES OF MORE THAN
6.5 MILLION
YOUNG PEOPLE



WELCOME LETTER

from the President of the Community of Madrid and the Mayor of Madrid to the Laureus World Sports Awards

Sport and excellence are two characteristics that define the Laureus World Sports Awards and, at the same time, two essential features of the essence of Madrid, so welcoming the 2024 edition of these awards -the XXV in your history- is for us a reason for great joy that, we are convinced, is shared by all the people of Madrid.

CARTA DE BIENVENIDA

de la Presidenta de la Comunidad de Madrid y del Alcalde de Madrid a los Premios Laureus.

Deporte y excelencia son dos características que definen a los Premios Laureus y, al mismo tiempo, dos rasgos irrenunciables de la esencia de Madrid, por lo que dar la bienvenida a la edición de 2024 de estos galardones -la XXV de vuestra historia- es para nosotros un motivo de gran alegría que, estamos convencidos de ello, comparten el conjunto de los madrileños.



Sport is, alongside with music, the universal language that does not understand accents or languages. From Greece to the present day, all civilizations have measured themselves on the track, in the field of competition, on equal terms and seeking the excellence of standing out from the rest. Effort, hard work, getting back on their feet and not giving up are the ingredients of which the champions of the different sports disciplines who will collect their Laureus in Madrid are made. And all the people of Madrid will witness the great personal and collective feats that will be awarded.

Madrid is committed to the Laureus World Sports Awards and offers athletes, organizers and fans a region and a city that vibrates and has live sport as one of its hallmarks. This is demonstrated by the great sporting events that we celebrate and those to come, the best cultural and nightlife that a city can offer, an incomparable network of museums, first class restaurants ... But also, the people who live in Madrid, Madrileños of all times or of today, who enthusiastically welcome the entire Laureus family in their streets, squares and towns.

Welcome to Madrid. Welcome to the best sport in the world.

El deporte es, junto a la música, el idioma universal que no entiende de acentos ni lenguas. Desde Grecia hasta nuestros días, todas las civilizaciones se han medido en la pista, en el campo de la competición, en igualdad de condiciones y buscando la excelencia de destacar sobre el resto. El esfuerzo, el duro trabajo, el volver a levantarse y el no rendirse, son los ingredientes de los que están hechos los campeones de las distintas disciplinas deportivas que recogerán su Laureus en Madrid. Y todos los madrileños serán testigos de las grandes hazañas personales y colectivas que se premiarán.

Madrid se vuelca con los Laureus y pone a disposición de deportistas, organizadores y seguidores, una región y una ciudad que vibran y viven el deporte como una de sus señas de identidad. Así lo demuestran los grandes eventos deportivos que celebramos y los que están por venir, la mejor oferta de ocio cultural y nocturno que puede ofrecer una ciudad, una red de museos incomparable, restaurantes de primer nivel... Pero también las personas que viven en Madrid, madrileños de siempre o de hoy mismo, que reciben con entusiasmo en sus calles, plazas y pueblos a toda la familia de los Laureus.

Bienvenidos a Madrid. Bienvenidos al mejor deporte del mundo. ▲



Isabel Díaz Ayuso,
President of the Region of Madrid

José Luis Martínez Almeida,
Mayor of Madrid



100 Years of Meisterstück.
Celebrating an Icon.



MONTBLANC

LAUREUS AN ILLUSTRIOUS HISTORY



The history of the Laureus Awards charts the greatest sporting achievements of the 21st century. Since 2000, world-class performances by exceptional athletes have been recognised with the coveted *Laureus*.

Those few who have picked up a Statuette – often on multiple occasions – are those who have dominated the sporting world over the last two-and-a-half decades. They are some of the bravest, fastest and most determined athletes on the planet; the stars who have quickened our pulses, made us fall in love with the beauty of sport over and over again – and perhaps inspired us to make a difference in our own lives.

In any discussion of sporting greats, tennis legend Roger Federer always features prominently. It is, therefore, no surprise that the Swiss great has six Laureus Statuettes to stand alongside his 20 Grand Slam titles. In 2018, Federer took to the stage at the

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Laureus Awards twice – once to pick up the *Laureus World Comeback of the Year Award*, and the second time to claim his record fifth *Sportsman of the Year Award*. Federer returned from a six-month lay-off in 2016, to win the Australian Open and Wimbledon in 2017, at the age of 35.

At the 2018 Awards, Federer made an emotional speech which struck at the heart of the Laureus mission. “I’d like to thank the Academy – you guys are incredible athletes, and I am very humbled to stand up here and receive this Award voted for by you. The Laureus Foundation does amazing work. I have a foundation of my own and I get inspired and motivated by what you do. Maybe one day I’ll be remembered for my philanthropic work rather than my tennis work.”

Tennis has featured heavily in the *Sportsman of the Year* category over the years, with Federer’s two great rivals, all-time record holder Novak Djokovic and Spanish great Rafael Nadal also picking up multiple Awards. Sprint legend Usain Bolt became a four-time winner in 2017 and spoke from the heart after receiving the Award from Academy member Michael Johnson.

“ I WANT TO SAY TO THE YOUNG KIDS GROWING UP – WORK HARD, LIVE YOUR DREAM, STAY FOCUSED, KEEP ON PUSHING AND IT WILL COME TRUE.”

Another GOAT of his sport – and 2024 Nominee – Lionel Messi, picked up the *Sportsman of the Year* in 2023 in Paris, after a year in which he finally added the FIFA World Cup to his resumé. Messi took to the stage twice: first to receive the *Laureus World Team of the Year Award* on behalf of the Argentina men’s football team, and then to claim his second *Sportsman of the Year Award*, after sharing that prize with Lewis Hamilton in 2020.

Serena Williams rewrote tennis’ record books across the first two decades of the Millennium and it is little surprise that she holds the most *Laureus World Sportswoman of the Year* Statuettes, picking up the Award in 2003, 2010, 2016 and 2018. The fact that 15 years separates the first Statuette from the last speaks to her incredible longevity.

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Simone Biles' extraordinary achievements in gymnastics were recognised by the Academy in 2017, 2019 and 2020 (as is also nominated again this year), when her performances at world and Olympic level made her the most decorated American gymnast in history. In a memorable Laureus moment at the 2017 Awards, Biles picked up her first *Sportswoman of the*

Year Statuette from Academy member Nadia Comaneci, the first gymnast to receive a perfect mark of 10.00, at the 1967 Montreal Olympics.

“ I AM SO HONOURED TO RECEIVE THIS AWARD FROM NADIA – I LOOKED UP TO HER FOR SO MANY YEARS” said Biles.



The *Laureus World Comeback of the Year Award* has witnessed some inspirational stories throughout the years, not least at the 2023 Awards in Paris when footballer Christian Eriksen won. At the start of 2022, Eriksen was without a club and his future in the game was uncertain as he continued his recovery from cardiac arrest, which occurred on June 12, 2021, during Denmark's match against Finland at Euro 2020.

By the end of the year, he had returned to the Premier League first with Brentford and then Manchester United. He ended the year playing every minute of Denmark's World Cup campaign and his acceptance of the *Laureus Comeback of the Year Award*, in front of his wife, was a moment of high emotion.

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“The last year has been a very emotional journey, and I am extremely grateful for all the love and support I’ve had in my bid to return to top-level professional sport,” he said. “I am honoured to have been nominated alongside such inspirational athletes and would like to thank the Academy for recognising the different challenges that each of us have overcome in the past 12 months. Triumphant over adversity is at the heart of Laureus Sport for Good and I am inspired by their mission to change the world through sport.”

As a predictor of future greatness, the *Laureus World Breakthrough of the Year* category has an impressive track record – from the inaugural winner, Spanish golfer Sergio Garcia in 2000, through to Rory McIlroy in 2012, Andy Murray (2013), Naomi Osaka (2019) and last year’s winner – Carlos Alcaraz.

The name Kelly Slater dominates the winners list in the *Laureus World Action Sportsperson of the Year*. The legendary surfer picked up the Award four times between 2007 and 2012. At the 2023 Awards in Paris, meanwhile, freestyle skier Eileen Gu used the opportunity offered by her own victory to make an inspirational speech.

“I try to use my voice as much as possible on topics that are important to me,” she said. “I want to make the world a better place and

inspire young girls in particular, so I am really impacted by the work done by Laureus Sport for Good. Their mission to use the power of sport to improve the lives of young people all over the world is very close to my heart.”

Meanwhile, Switzerland has dominated the *Laureus World Sportsperson of the Year with a Disability Award* in recent years, with Marcel Hug winning twice in 2018 and 2022 and fellow Swiss Catherine Debrunner picking up the Award in Paris last year.

The *Laureus World Sport for Good Award* has been presented every year since the inception of Laureus and the recognition of the work of programmes and athletes around the world it brings is without equal. While the names above inspire for their sporting performances, the programmes shortlisted each year always inspire by their use of sport to make our shared world a better place. △



“ I WANT TO MAKE THE WORLD A BETTER PLACE AND INSPIRE YOUNG GIRLS IN PARTICULAR, SO I AM REALLY IMPACTED BY THE WORK DONE BY LAUREUS SPORT FOR GOOD.”

Eileen Gu



ENRIQUE
TOMAS
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we select the best jamón



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DE LA ROJA



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LAUREUS WORLD SPORTS AWARDS 2024

NOMINEES

The nominations for the 25th Laureus World Sports Awards include a stellar cast of world-class athletes all united by one factor – in 2023, they proved their greatness on the biggest stages.

Six Nominees have been selected in each of the traditional seven categories by 1,300 members of the Laureus Global Media Panel and, in the case of the Award for Laureus World Sportsperson of the Year with a Disability, a vote by the International Paralympic Committee.

Alongside the elite categories, the Laureus Sport for Good Award shortlist – selected by the members of the Laureus World Sports Academy – features six inspirational programmes that use the power of sport to change the lives of children and young people around the world.



LAUREUS WORLD SPORTSWOMAN OF THE YEAR AWARD

A year that produced six classic champions

Great championships produce great champions, and that was never more true than in 2023. The Nominations for the Laureus World Sportswoman of the Year Award have produced a classic line-up of six remarkable athletes at the summit of their sports.

For track and field, the World Championships in Budapest provided some unforgettable moments.

Kenya's **Faith Kipyegon** became the first woman in history to complete the double of 1,500 and 5,000 metres. In addition, during the year, she also broke three world records over 49 days: the 1,500 metres, the 5,000 metres and the Mile.

Jamaica's **Shericka Jackson** retained her 200 metres world title in Budapest, in a time of 21.41 secs, the second fastest ever run by a woman, while **Sha'Carri Richardson's** sudden emergence in lane eight of the 100 metres final that led to a gold medal was a show-stopping moment for the event, and for the 23-year-old American.

Spain's emotional victory in the FIFA Women's World Cup produced many heroes, none more

memorable than **Aitana Bonmatí**, who won the Golden Ball for the outstanding player of the tournament. She also won Liga F and the Champions League with Barcelona, was UEFA Women's Player of the Year and was the winner of the Ballon d'Or Feminin, where she received 42 votes from the 47 judges.

The year saw one truly historic moment when **Mikaela Shiffrin** became the most successful skier of all time. With World Cup win 87, the American surpassed Sweden's Ingemar Stenmark to become the greatest. She also finished the 2022/23 season with World Cup titles in the overall, slalom and giant slalom categories, and won a seventh World Championship gold medal in giant slalom.

Tennis star **Iga Świątek** ended the year as World No.1, as she had in 2022, and picked up a fourth Grand Slam championship, winning the French Open by defeating the unseeded Karolina Muchova 6-2, 5-7, 6-4 in the final. She also won the WTA Finals without dropping a set.



LAUREUS WORLD SPORTSMAN OF THE YEAR AWARD

Chasing History

The Nominees for this year's Laureus World Sportsman of the Year Award all share the same opponent: sporting history. Each not only took their talents to new heights in 2023 but rewrote the annals of their sport.

Lionel Messi secured a record-extending eighth Ballon d'Or in recognition of his contribution to Argentina's victory at the FIFA World Cup in Qatar the previous year. The Argentinian legend (the current Laureus World Sportsman of the Year) won his second Ligue 1 title with Paris St Germain, then moved to Inter Miami CF and picked up the Leagues Cup – the 44th trophy of his career, making him the most decorated men's footballer in the sport's history.

Similar to Messi, **Novak Djokovic's** genius continues to defy the passage of time. Djokovic – 28 days older than Messi – took his tally of major titles to 24 with victories at the Australian Open, Roland Garros and Flushing Meadows – matching Margaret Court's all-time mark.

Erling Haaland was just four years old when Messi made his debut for Barcelona

in October 2004. The Norwegian's 52 goals helped inspire Manchester City to a treble of Champions League, Premier League and FA Cup titles.

If Djokovic is arguably the greatest tennis player in history, then it is beyond doubt that **Mondo Duplantis** is the GOAT of his sport. The pole vaulter broke his own world record twice in 2023, either side of claiming gold at the 2023 World Championships in Budapest.

It was at those championships in Hungary that **Noah Lyles** established himself as the best sprinter of his generation with a gold-medal treble across 100 metres, 200 metres and 4x100 metres.

Max Verstappen also steered his way into history by becoming the fifth Formula One driver to record a hat-trick of Championship wins. He set records with 10 consecutive Grand Prix wins and 19 victories (from 22 Grand Prix) in one season, plus the highest percentage of wins in a season.



LAUREUS WORLD TEAM OF THE YEAR AWARD

Salute the history-makers



While great athletes inspire us, team sport can deliver a different kind of satisfaction: togetherness; commitment; putting the common good ahead of individual glory. In 2023 there were examples of this throughout the Nominees for the Laureus World Team of the Year Award.

At the immensely successful FIFA Women's World Cup, **Spain** won a series of thrilling knockout matches, scoring in extra time to beat the Netherlands, then in the last minute against Sweden in the semi-final, before beating England in the final to give them a historic triumph.

In the men's game, under Spanish coach Pep Guardiola, **Manchester City** won the English Premier League for the fifth time in six seasons and added the Champions League and FA Cup for a memorable treble, while in rugby another dynasty was confirmed. The **Springboks** won a record fourth men's Rugby World Cup,

retaining the trophy they had won in 2019 by defeating the All Blacks in the final.

In Formula One, the **Oracle Red Bull Racing Team** won a second straight Constructors' World Championship. Their dominance was without parallel in the history of the sport. With Max Verstappen and Sergio Perez as their drivers, the team was first in all but one of the 22 Grand Prix. The **European Ryder Cup Team**, led by captain Luke Donald, were similarly in control and won their historic head-to-head biennial match against the United States by a 16 ½ – 11 ½ margin.

When the FIBA Basketball World Cup began in August, few selected **Germany Men's Basketball Team** as likely winners. However, the 11th-ranked team in the world turned in a perfect eight wins from eight matches, taking down top-10 teams including Slovenia, Australia, the No.2 seed USA in the semi-finals



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Emisiones CO₂ combinadas WLTP (g/km): 0. Consumo combinado WLTP (kWh/100km): 22,8.

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LAUREUS WORLD BREAKTHROUGH OF THE YEAR AWARD

Talents for all the generations

An age gap of almost seven-and-a-half years separates the youngest and oldest of the Nominees for the Laureus World Breakthrough of the Year Award, but they share an undeniable winning mentality.

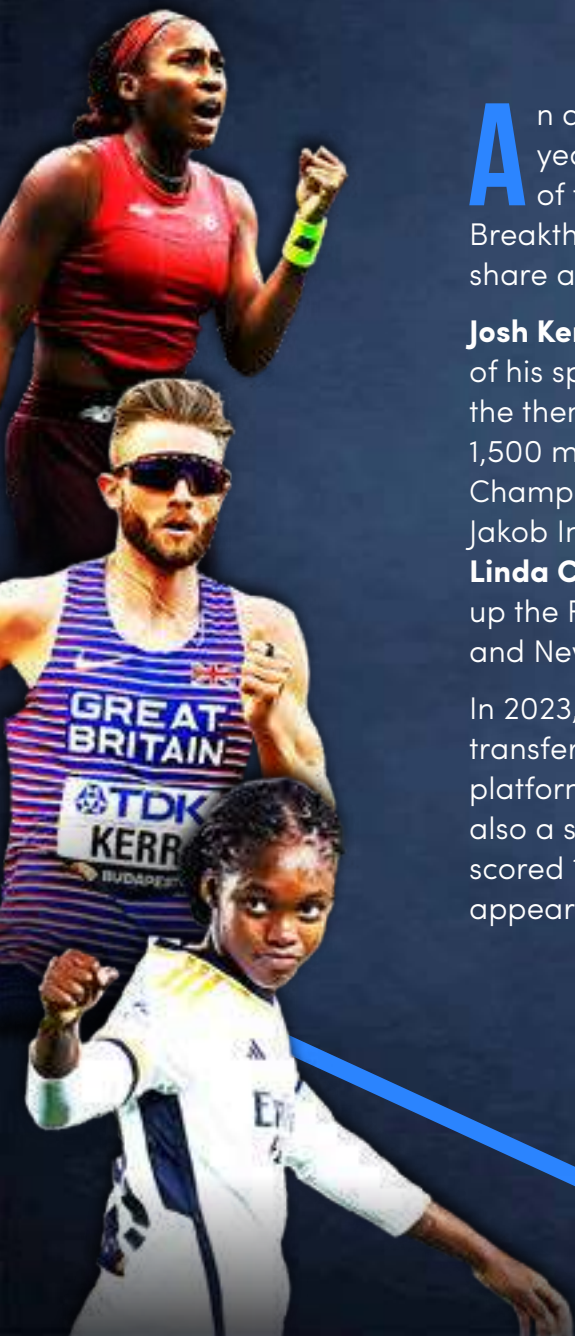
Josh Kerr's journey led him to the summit of his sport in Budapest in August, where the then 25-year-old claimed an unlikely 1,500 metres gold medal at the World Athletics Championship, beating Norwegian favourite Jakob Ingebrigtsen. While Colombia's **Linda Caicedo** was just 18 when she lit up the FIFA Women's World Cup in Australia and New Zealand.

In 2023, Caicedo and **Jude Bellingham** both transferred to Real Madrid, giving them the platform for major breakthroughs. Bellingham, also a star for the England national team, scored 17 goals and five assists in 21 appearances for Real in 2023 and collected

the Golden Boy Award as Europe's best Under-21 player.

In 12 months, Caicedo played in the Under-17 Women's World Cup in India, the Under-20 Women's World Cup in Costa Rica, as well as the Women's World Cup, where she marked her arrival on the world stage, with two goals in the group stages, including an individual strike against Germany which was later voted the goal of the tournament.

The precociousness of youth burned brightly in 2023: tennis star **Coco Gauff** won her first Grand Slam, the US Open, at the age of 19; footballer **Salma Paralluelo** won a World Cup winner's medal with Spain at the same age; while China's **Qin Haiyang**, at 24, became the first swimmer to win all three breaststroke events at the World Championship – a 50 / 100 / 200 metres treble.



LAUREUS WORLD COMEBACK OF THE YEAR AWARD

Where courage and determination comes first

The moment of triumph for great athletes is most often remembered by crossing the line, scoring the goal or breaking the record. But for others, just simply being there is reward enough. These are the ones whose courage and determination matters above all else. The Nominees for the Laureus World Comeback of the Year Award typify that.

Simone Biles' decision in 2021 to step back from competitive gymnastics in order to protect her mental health was a global news story. It changed the landscape of women's gymnastics and started a conversation about health and elite athletes. Happily, Simone was back in 2023 winning four gold medals in the World Championship.

After being diagnosed with testicular cancer, Borussia Dortmund footballer **Sébastien Haller** needed two operations and four cycles of chemotherapy. In January 2023, he returned and by the end of the season had scored nine goals in 22 games for Dortmund and played for Ivory Coast in the Africa Cup of Nations.

Siya Kolisi, the captain of the Springboks rugby team, recovered from a full ACL reconstruction

in just 119 days thanks to surgery and his dedication to long hours of rehabilitation. His hard work meant he was back on the pitch to lead South Africa to victory over New Zealand for back-to-back Rugby World Cup victories. An anterior cruciate ligament injury also kept Canada's **Jamal Murray**, the Denver Nuggets shooting guard, off the court for 18 months, before returning at the start of the 2022-23 NBA season. By June 2023 he was playing a starring role in Denver's 4-1 NBA Finals victory over the Miami Heat.

British athlete **Katarina Johnson-Thompson** won her second heptathlon gold at the World Championship in Budapest to complete a remarkable comeback after having to leave the track at the Tokyo Olympics in a wheelchair after tearing her right calf muscle. Another who reached the heights is **Markéta Vondroušová**, who became the first unseeded woman in the Open Era to win Wimbledon, despite a catalogue of injuries.



LAUREUS WORLD SPORTSPERSON OF THE YEAR WITH A DISABILITY

The Trailblazers

Our Nominees for *Laureus World Sportsperson of the Year with a Disability* include record breakers and world champions who show a new generation of athletes that 'if you see it, you can be it'.

At the Road Para Cycling World Cup **Nicole Murray**, a left-hand amputee from a childhood accident, won two gold and two silver medals in the C5 category. Then, at the UCI Cycling World Championships in Glasgow, she won a gold, a silver and a bronze.

Our next two Nominees made their mark in 2023 at the Allianz Para Swimming World Championships in Manchester. **Danylo Chufarov**, aged 34, won gold in the 100 metres butterfly, the 100 metres freestyle and the 200 metres medley, plus silver in the 100 metres breaststroke, breaking two world records on the way. Chufarov and his wife Yaryna fled the Ukrainian city of Mariupol in 2022 as it came under heavy attack from invading forces.

Simone Barlaam, meanwhile, dominated the S9 category in Manchester, winning an incredible six golds, which included a world record in the 50m freestyle, when he became the first S9 swimmer to go under 24 seconds.

At the Para Athletics World Championships in Paris, Hungary's **Luca Ekler** won the T38 200 and 400 metre titles, plus long jump gold, in T38, and she took silver in the 100 metres.

German long jumper **Markus Rehm** won a sixth world title in 2023, to go with four Paralympic golds. He set a new world record for the 14th time and has now gone undefeated in competition for an incredible 13 years.

Finally, **Diede de Groot** continued a phenomenal winning streak in wheelchair tennis in 2023. The Dutch athlete extended her run without defeat to 127 matches, claiming a third successive calendar Grand Slam – a feat unmatched in the history of tennis.



LAUREUS WORLD ACTION SPORTSPERSON OF THE YEAR AWARD

Risk-takers who are a breed apart

These daring young men and women found new ways to thrill us in 2023 and new stories to tell, as their pioneering achievements made them Nominees for the Laureus World Action Sportsperson of the Year Award.

History was made by 13-year-old Australian **Arisa Trew**, who became the first female skateboarder to land a '720' (two full rotations) in vert skateboarding, matching the achievement of Laureus World Sports Academy Member Tony Hawk, who was the first to land the trick in 1985.

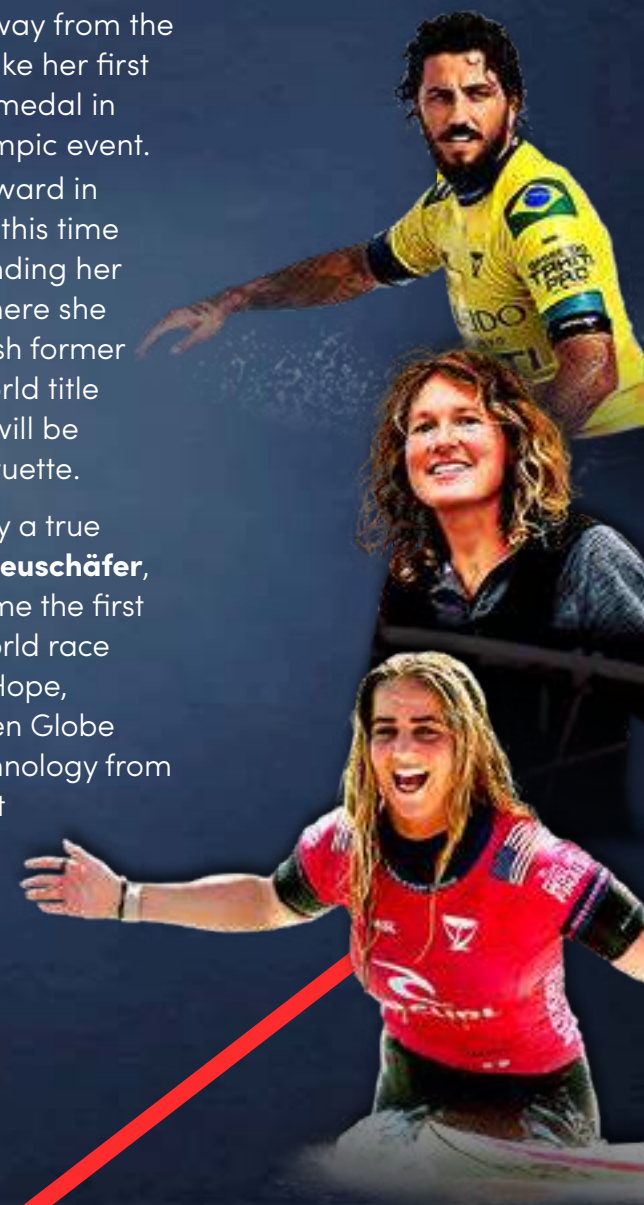
Another teenage prodigy, **Rayssa Leal**, who was nominated for this Award in 2023, is shortlisted again after winning three major titles in street skateboarding. The 15-year-old won gold at the Summer X Games in Japan, became Pan American champion in Chile and successfully defended the Street League Skateboarding world title in her native Brazil.

Brazil has a proud history of Action Sports success and **Filipe Toledo** was carried ashore in San Clemente, California, on the shoulders of his family and friends, after winning his second straight men's surfing world title.

The women's crown went to **Caroline Marks**, then 21. The American took time away from the sport in 2022 before returning to take her first world title. Now her goal is a gold medal in Tahiti, the venue for this year's Olympic event.

Bethany Shriever, Winner of this Award in 2022, is another pioneering figure, this time in the sport of BMX, after crowdfunding her campaign to compete in Tokyo, where she won a gold medal. In 2023 the British former teaching assistant regained the world title to add to her Olympic crown and will be hoping for her second Laureus Statuette.

The list of Nominees is completed by a true adventurer: South Africa's **Kirsten Neuschäfer**, who spent 235 days at sea to become the first woman to win a solo round-the-world race via the three Great Capes – Good Hope, Leeuwin and Cape Horn. The Golden Globe Race restricts its participants to technology from no later than 1968. As if that was not challenging enough, Neuschäfer diverted to rescue a fellow competitor whose boat had sunk, leaving him adrift on a life-raft.



LAUREUS SPORT FOR GOOD AWARD SHORTLIST

Be the change you want to see

Each year six programmes whose work embodies the words of Laureus' original Patron, Nelson Mandela – the 'Sport has the power to change the world', are celebrated on the Laureus Sport for Good Award Shortlist. Only one can be presented with an Award, but each deserves to be celebrated.

Fundación Rafa Nadal uses sport and education to empower over 1,000 vulnerable young people in Spain and India. The organisation – run by tennis great Rafael Nadal's wife, director María Francisca Perelló – focuses on fostering educational values such as team spirit, respect and effort through participation in physical activity.

In Cambodia, less than 5% of youth will finish high school, due to the poverty they face. Through their Education, Football and Community Development programmes, **ISF Cambodia** are using sport to build life skills and provide a route out of poverty for young people living in urban slums and rural communities across the nation.

South Africa based **Justice Desk Africa**, is focused on ending gender-based violence and rape in vulnerable communities by providing empowerment sessions and mental health support to girl survivors.

Obiettivo Napoli is a transformative programme in Naples, Italy, which tackles violence and discrimination in the city by using sport to bring young people together.

The difference approaches to achieve a similar outcome are reflected in US-based programme **Dancing Grounds**, which connects dance with creativity and social justice issues in New Orleans. Rio de Janeiro-based **Bola Pra Fente**, connects sport, culture, and education to support children and teens as they work towards fulfilling their dreams in life.

The Laureus Sport for Good Award highlights the inspirational work of these organisations, with the support of Laureus Sport for Good and the members of the Laureus World Sports Academy.



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NADIA COMANECHI

As a founding member of the Laureus World Sports Academy, I often think back to the inaugural Awards in 2000 when our Patron, the late, great, Nelson Mandela, made his famous speech. He said: "Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope, where once there was only despair." For me, it was the perfect way to frame the Laureus mission and represented a call to athletes everywhere.

Almost a quarter of a century later, not only has world-class sporting performance been celebrated and given the recognition it deserves each and every year, but literally millions of lives have been changed.

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MORE THAN
300 PROGRAMMES
IN OVER
40 COUNTRIES



It has been incredible to watch the ripple effect of Laureus Sport for Good. It now supports more than 300 programmes in over 40 countries and territories, and all have one common aim: to use the power of sport to transform lives.

When you see the numbers of programmes and countries written down, it is staggering. Then you consider the total of six million children and young people whose lives and communities have been uplifted directly through the contribution of Laureus Sport for Good, and it hits home even more.

But those are just numbers. And it wasn't until I attended projects and saw the impact with my own eyes, that I truly understood the immensity of what is being achieved.

I have visited projects around the world but one in particular stands out. In 2008, I attended the Special Olympics programme here in Madrid. I took some clinics and spent time with the kids. It was incredible to see the joy in their faces and the purpose and drive sport had given their lives.

Each year, the *Laureus Sport for Good Award* highlights the amazing work programmes like these do around the world. The Shortlisted programmes are celebrated alongside sporting

heroes and household names; they receive global recognition for the impact they make. Truly, the Awards are the best promotion for the work of Sport for Good you could wish for; seen by millions who may never have considered what sport – and sportspeople – can do off the pitch, court or beam.



There is one winner, but all the Nominees – and the hundreds of Laureus Sport for Good programmes around the world – are all winners. Every year when the Laureus Sport for Good Award is announced, I think back to 2000 and the unforgettable words of Nelson Mandela and how we can now see how “Sport has power to change the world.” △



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THE LAUREUS STATUETTE: A SYMBOL OF EXCELLENCE — AND HOPE



The Laureus World Sports Awards have become the most prestigious honours event on the international sporting calendar – and such a unique occasion deserves its own centrepiece.

The greatest athletes in the world spend their lives competing for world records, gold medals and Grand Slam titles, but once a year – no matter your sport or nationality – it is all about something else: the Laureus Statuette.

Unchanged since it was unveiled by the designers and craftsmen at Cartier, 'The Laureus' is dominated by a representation of the striving human form in a post of triumph, while the base celebrates the universal nature of sport with an engraving of the five continents. The arc which links the two reflects the all-encompassing nature of the Award; it celebrates achievement across all sports, all over the world.

Each Laureus figure contains 670g of solid silver with a 650g gold finish base, but its value lies in its status – as the 'athletes' award'. This reputation come partly from the selection

process which sees a panel of 1300 sports journalists from around the world vote for six Nominees in each category, with the winner being selected by the sporting legends of the Laureus World Sports Academy, who are best-placed to appreciate the unique stories and achievements.

And yet, the prestige of the Award comes equally from the provenance of the Award – from the winners who have received the Awards since the first presentations in 2000 – and how much it has meant to the sporting heroes who have received it: Lionel Messi, Roger Federer, Lindsey Vonn, Serena Williams, Lewis Hamilton, Simone Biles, Tiger Woods, Naomi Osaka and many, many more.

Only at Laureus are legends past and present brought together to celebrate the joy of sport and its ability to make meaningful change in society. And only at Laureus do the winners get to go home with one of the most beautiful trophies ever awarded. ▲

WHAT TO EXPECT ON-SITE AT THE LAUREUS AWARDS

The Palacio Cibeles, located in the centre of the Spanish capital, will be the home to the Laureus Media Centre for the next few days. This spectacular venue along with a dedicated team of media staff will allow you to take advantage of a specially tailored service to help you maximise the opportunities Laureus presents and to produce the widest range of quality content to reflect the Awards and the associated events.

We'd like to thank you for your continued support of the Awards and the wider Laureus movement and we hope your time with us in Madrid will be both enjoyable and worthwhile. Over the following pages, you will find useful logistical information, content sources and key facts on Laureus.



MEDIA CENTRE INFORMATION

The Laureus Media Centre is located at Palacio de Cibeles, Retiro, 28014 Madrid, Spain (Madrid City Hall). Media information staff will be on hand to help with any queries you may have.

MEDIA CENTRE OPENING TIMES:

Saturday 20th April	13:00 – 22:00
Sunday 21st April	09:00 – 22:00
Monday 22nd April	09:00 – 00:00

CATERING:

Lunch will be served at the Café Cibeles 13:00 – 16:00 Saturday, Sunday and Monday.

Dinner will be served from 19:30 on Monday (Awards Night)

Please note, capacity is limited and will require a ticket on a first-come, first-served basis (tickets available from Media Information)

ACCREDITATION

Accreditation is required to gain access to all Laureus media opportunities.

Media Accreditation:
LWSA 2024 Media Accreditation

TV Rights-Holder Accreditation:
LWSA 2024 RH Accreditation

You can collect your pass from the Laureus Accreditation Office, located at the entrance to the Laureus Media Centre.

ACCREDITATION DESK TIMES

Saturday 20th April	13:00 – 18:00
Sunday 21st April	09:00 – 18:00
Monday 22nd April	09:00 – 13:00

**ACCREDITATION DEADLINE:
21ST APRIL 2024**





INTERVIEWS

Interview opportunities will be available with Laureus guests, nominees and Academy Members across Saturday afternoon and throughout the day on Sunday and Monday. A full schedule of media opportunities and press conferences will be published inside the Media Centre.

To submit your requests, please go to the interview reception desk located at the entrance of the Media Centre or speak to your dedicated PR and Interview Management representative.

TV Right-Holders

To submit your interview requests, please email Kate Dixon kate.dixon@laureus.net



PRESS MATERIAL

Press kits, transcripts and press releases can be found here:

Laureus World Sports Awards 2024 – Media Portal

Video footage of Laureus events will be continuously uploaded and available for free download on the Laureus Archive www.laureusarchive.com and www.gettyimages.com. We recommend you register on the archive before your arrival.

On Awards night a separate link will be provided to Laureus content from the Awards show and other in-house content, including Winner interviews and reactions, photography and 3rd party video content (rights cleared).

SECURITY

Laureus takes the security of its guests very seriously. Your accreditation will be requested at all security check points during the event. Make sure that you carry your badge with you to all official media events. In case of loss of your accreditation, please notify Media Information staff

INTERNET ACCESS

Internet access will be available in the Media Centre and on the Red Carpet

Media Centre

Network: **LWSAMediabyOrange**

Password: **LWSA@MC**

Red Carpet

Network: **LWSAMediaRCbyOrange**

Password: **LWSA@MC**

SOCIAL

For all social communications, Laureus will be using the following hashtags across Facebook, Instagram and Twitter:

#Laureus24 (all posts)

#SportForGood (on relevant content)

Please tag the following accounts depending on the platform being used:

Twitter – **@LaureusSport**

Facebook – **Laureus**

Instagram – **@LaureusSport**

LinkedIn – **Laureus**

TikTok – **Laureus Sport**

Weibo – **@LaureusSportforGood**

#LAUREUS24



SCHEDULE

A Full Media Schedule will follow on-site

SATURDAY 20 APRIL

13:00 Media Centre and Accreditation desk opens
Media Centre, Palacio de Cibeles
Various Media Activities

SUNDAY 21 APRIL

09:00 – 16:00 Press Conferences, Roundtables & Interview Opportunities With Laureus Academy & Ambassadors And Nominees

Media Centre, Palacio de Cibeles

18:00 – 20:00 International Media Welcome Drinks

6th Floor Terrace, Palacio de Cibeles

MONDAY 22 APRIL

09:00 – 15:00 Press Conferences, Roundtables & Interview Opportunities With Laureus Academy & Ambassadors And Nominees Media Centre, Palacio de Cibeles

Laureus World Sports Awards Galería de Cristal

AWARDS NIGHT – HOW IT UNFOLDS...

16:00 Red Carpet Queues Open

Space is limited in the Photographers & General Media pens. Media will be allocated pen passes in the queue.

TV Rights-Holders have access to dedicated 'Fast Track' queue

17:30 Red Carpet Begins – Interview Opportunities and Soundbites with guests, Nominees, Academy Members and show Host and Presenters.

19:45 Red Carpet Closes and Winners Room / Press Conference Positioning

20:00 Awards Ceremony Starts

Winner Press Conferences / Winners Room

21:40 Awards Ceremony Ends

FAST FACTS

- ▶ The Laureus World Sports Awards honours the greatest and most inspirational sporting achievements each year and showcases the work of Laureus Sport for Good to a worldwide audience.
- ▶ First staged in 2000, the Laureus World Sports Awards is the only global sports event which honours the greatest sportsmen and women across all sports.
- ▶ The 25th edition of the prestigious Laureus World Sports Awards Ceremony takes place in 2024. Held in Madrid in April, the Awards will be attended by giants of sport, past and present, including the members of the Laureus World Sports Academy, 69 of the greatest sporting legends of all time.
- ▶ The Laureus Awards are the most prestigious in sport because Nominees in a wide range of categories are chosen by a panel of the world's most influential and respected sports journalists and broadcasters. The Winners are then selected from the Nominees' shortlist by the Laureus Academy, the world's ultimate sports jury.
- ▶ In addition to celebrating its 25th edition, this year's Awards Ceremony will also relive the moment in May 2000 when Nelson Mandela, the first Patron of Laureus, made his landmark speech at the first ever Laureus Awards which sparked the creation of the worldwide Sport for Good movement.

- ▶ President Mandela said: 'Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand.'
- ▶ From that day, President Mandela's vision became the driving force behind the work of Laureus, which now supports more than 300 community programmes in over 50 countries and territories, using sport as the means to effect social change. Since 2000 Laureus has helped to improve the lives of more than six million children and young adults.

[Click here for a full list of projects supported by Laureus](#)

- ▶ The Academy Members are at the heart of Laureus. They are led by Chairman Sean Fitzpatrick and include Cafu, Sebastian Coe, Nadia Comaneci, Marcel Desailly, Luis Figo, Tanni Grey-Thompson, Ruud Gullit, Tony Hawk, Michael Johnson, Lennox Lewis, Edwin Moses, Martina Navratilova, Gary Player, Monica Seles, Mark Spitz and Sachin Tendulkar.

[Click here for full list of Academy Members](#)

- ▶ For 25 years Laureus has been celebrating the very best of sport. Laureus Award Winners have included Simone Biles, Usain Bolt, Novak Djokovic, Roger Federer, Shelly-Anne Fraser-Pryce, Cathy Freeman, Niki Lauda, Lionel Messi, Michael Schumacher,

Kelly Slater, Lindsey Vonn, Serena Williams, Tiger Woods and Zinedine Zidane.

[Click here for full list of Winners \(2000 – 2023\)](#)

- ▶ Among the Awards presented each year are: Laureus World Sportsman of the Year, Sportswoman of the Year, Team of the Year, Breakthrough of the Year, Comeback of the Year, Sportsman of the Year with a Disability and Action Sportsman of the Year. There are also discretionary Awards that the Academy can present, such as the Sport for Good Award, the Lifetime Achievement Award and the Spirit of Sport Award.
- ▶ Each Winner receives a Laureus statuette, exquisitely crafted by Cartier and globally recognised. The universal nature of sport is celebrated by the representation of the five continents, which are engraved on the base. Each figure contains 670g of solid silver with a 650g gold finish base.
- ▶ The Laureus World Sports Awards have previously been held in 13 cities – Monaco, Lisbon, Estoril, Barcelona, St Petersburg, Abu Dhabi, London, Rio de Janeiro, Kuala Lumpur, Shanghai, Berlin, Seville and Paris.

FOR FURTHER INFORMATION, PLEASE CONTACT:

Laureus Global Communications:
publicrelations@laureus.com

Participants of Fundación Rafa Nadal
– Laureus Sport for Good Award
shortlisted programme



Laureus
MADRID 2024

THANK YOU

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