

# China US Friendship Bowl

A Celebration: 40th Anniversary of President Nixon - Chairman Mao Meeting



**NFL PLAYERS**  
ASSOCIATION

## Background

Sports has been a cornerstone of China-US diplomatic and business relations for the past 40 years, starting with the initial direct communication between China and the US in 1972 when a US Ping Pong team visited China, opening the door for the historic meeting between President Nixon and Chairman Mao Zedong that same year.

2012 marked the 40th anniversary of the Nixon-Mao meeting in China. In order to commemorate the visit that forever changed global world relations, a first-ever American football game will be played at the Beijing Olympics Sports Stadium on May 4, 2013. The event will include other American and Chinese cultural and entertainment heroes (pop concert, other events) and historical figures that have impacted China-US relations during the past 40 years, headlined by global music star, Grammy Award and Country Music Association Best New Artist Award winner, Darius Rucker.

Football was a passionate interest of President Nixon's – while he was in the White House, he would suggest plays to NFL Washington Redskins Coach George Allen; Nixon visited Redskins Park; Allen and Nixon had known each other previously while Nixon was governor of California and Allen coached the LA Rams. Given Nixon's interest in American football, this event would further highlight China-US sports and people-to-people relations, and just as ping pong diplomacy educated the American people about the Chinese sport of ping pong, this would represent an opportunity to educate the people of China about a sport that is central to American culture.

## Mission

This event will serve as the foundational basis to establish a long-term program of ongoing sports related exchanges as a means to continue to bridge the countries' interests – as well as provide a starting point for developing a more formal program focused on children's fitness and health and developing the game of football at both the amateur and professional levels in China.

In addition to the marquee football game, which will feature NFL Players Association members and well-known coaches, the event will include events and performers that are representative of US-China historical relations as well as current cultural influence. A special banquet will be held at the Great Hall of the People where individuals who have impacted China-US relations through sports and diplomacy will be recognized. Other possible events include celebrations at the US Embassy in China and a send-off at the Chinese Embassy in Washington. Media coverage of this event will be massive.

Our group, led by NFL Hall of Famer player Art Monk, is working with the Nixon Foundation, the Chinese Embassy in Washington, the Chinese General Administration of Sport, and the Chinese People's Association for Friendship with Foreign Countries, along with the US Department of State, on this historic and most important event.



**CHINA-US**  
SPORTS FRIENDSHIP  
ASSOCIATION



# Washington Wizards 30<sup>th</sup> Anniversary China Trip

Celebrating the Normalization of Relations Between China and the USA



**30<sup>th</sup> Anniversary Trip Overview** The Washington Wizards traveled to China in early September on a 10-day trip to celebrate the 30th Anniversary of the Wizards/Bullets visit to China in 1979. The 1979 China trip was the first ever by an NBA team and took place at the invitation of then Chinese leader Deng Xiao Ping as part of the renewed relations between the two countries. On the most recent trip, the Wizards became the first professional sports franchise ever hosted by the China People's Association for Friendship with Foreign Countries. The US State Department, the US Embassy in Beijing, the Chinese Embassy in Washington, D.C., and US Consulates and Chinese Provincial leaders in Shanghai, Chengdu and Guangzhou were also involved in the 30<sup>th</sup> Anniversary program.

**High-Profile Delegation** The delegation for the trip contained several current and former Wizards players, including all-star Caron Butler, star guard Randy Foye, as well as former head coach, team captain, and Hall of Fame player Wes Unseld who participated in the historic trip 30 years ago. In addition, former Bullets team member (and the tallest player in NBA history), Gheorge Muresan joined the delegation, as did former head coach Ed Tapscott. Numerous other high level executives from the Wizards organization, including team President Peter Biche, also participated in this historic 30<sup>th</sup> Anniversary trip.

**Media Events and National Exposure** The Wizards delegation received global media attention across multiple platforms throughout the trip, amassing exposure in the billions. An embedded blogger from QQ.com, China's leading web-portal, which boasts over 100 million views daily, followed the delegation on their journey through China. The delegation met with Chinese State leaders in the Great Hall of the People, attended banquets and receptions hosted by high-profile US and Chinese government organizations and officials, and also participated in numerous goodwill events, including clinics and philanthropic activities as well as a special trip to the Sichuan Province to visit with children and other members of the community that had been greatly affected by the devastating earthquake in May, 2008. An overview of media coverage of the trip is below:

- China Central Television Network (CCTV) Interview, Hoop Park: Largest television network in China, more than one billion viewers
- Web-chats with QQ.com (100 million daily viewers) and Eastday.com (40 million daily viewers)
- Interviews with 163.com, Baidu.com (100 million viewers each), and multiple other major media entities
- China Radio International Interview (largest national radio station, broadcasted throughout 5 continents in over 100 countries), China Daily (largest English portal website in China)
- Press Conference and Global Media Event, 2010 World Expo at USA Pavilion
- Interviews with NBA Hoop, MVP Magazine, Global Times (major English-language publication in China)
- Meeting in the People's Hall, Beijing
- Reception at the US Embassy in Beijing
- "Basketball Night" Gala at Reignwood Theatre, Beijing