The World Games
2013 CALI
Fair Play To The Planet
THE MOST IMPORTANT MULTISPORT EVENT IN THE HISTORY OF CALI AND COLOMBIA

JULY 25TH - AUGUST 4TH 2013
FROM THE ATHLETES' PERSPECTIVE THESE HAVE BEEN THE BEST WORLD GAMES

FROEHLICH
PRESIDENT IWGA
# THE WORLD GAMES 2013 CALI: A SPORTING MEGA EVENT

<table>
<thead>
<tr>
<th>CHARACTERISTICS</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOVERNANCE</strong></td>
<td>International World Games Association (IWGA)</td>
</tr>
<tr>
<td></td>
<td>Local Organizing Committee (Cali)</td>
</tr>
<tr>
<td></td>
<td>National Organizing Committee</td>
</tr>
<tr>
<td><strong>FREQUENCY</strong></td>
<td>Every four years in different cities</td>
</tr>
<tr>
<td><strong>DURATION</strong></td>
<td>11 days (10 of competitions + 1 opening ceremony)</td>
</tr>
<tr>
<td><strong>DELEGATIONS</strong></td>
<td>1,903 delegates of sports federations, international judges, national del - coaches, physicians, helpers, including representatives of international</td>
</tr>
<tr>
<td><strong>SPORTS</strong></td>
<td>31 [26 officials + 5 invitationals]</td>
</tr>
<tr>
<td><strong>VENUES</strong></td>
<td>25 [20 under cover + 5 open air]</td>
</tr>
<tr>
<td><strong>VOLUNTEERS</strong></td>
<td>2,539 volunteers</td>
</tr>
<tr>
<td><strong>MEDIA INTEREST</strong></td>
<td>Cali competed for host status with the cities of Johannesburg [South Afr and Saint Petersburg [Russia].96 journalists from 34 countries</td>
</tr>
<tr>
<td><strong>NOVELTY</strong></td>
<td>First edition organized by a Hispanic city and located in a South America n country.</td>
</tr>
</tbody>
</table>
FIGURES FOR HISTORY

- **Total Resources** USD $70MM
- **Logistics & Infrastructure** USD $54MM
- **Spectator expenditures** USD $15MM
- **Impact in production** USD $384MM
- **7,711** Full-time jobs created
- **103,673** Spectators
- **2,539** Volunteers
- **1,903** Delegates
- **2,929** Athletes from 97 countries
- **10 Days of competitions**
- **31 Sports disciplines**
- **5 New sports venues redesigned**
- **34 Countries**
- **96 Cities
- **96 Managing partners**


Source: Author
## PARTICIPANT COUNTRIES

### AFRICA
- Benin
- Egypt
- Morocco
- Senegal
- South Africa
- Tanzania
- Tunisia

### OCEANIA
- Australia
- Fiji
- New Caledonia
- New Zealand

### ASIA
- Azerbaijan
- Iran
- Pakistan
- Birmania
- Israel
- Qatar
- Burma
- Japan
- Russia
- China
- Kazakhstan
- Singapore
- South Korea
- Kuwait
- Chinese Taipei
- Philippines
- Macau
- Turkey
- Hong Kong
- Malaysia
- Uzbekistan
- India
- Mongolia
- Vietnam
- Indonesia
- Oman

### EUROPE
- Germany
- Finland
- Macedonia
- Austria
- France
- Montenegro
- Belgium
- Georgia
- Moldova
- Belarus
- Great Britain
- Norway
- Bulgaria
- Greece
- Poland
- Czechoslovakia
- Holland
- Portugal
- Croatia
- Hungary
- Romania
- Denmark
- Ireland
- Serbia
- Slovak Republic
- Italy
- Sweden
- Slovenia
- Latvia
- Switzerland
- Spain
- Lithuania
- Turkey
- Estonia
- Luxembourg

### AMERICA
- North America
  - El Salvador
  - Brazil
- Canada
  - Guatemala
  - Chile
- United States
  - Puerto Rico
  - Colombia
- Mexico
  - Dominican Republic
  - Ecuador
- Central America
  - South America
  - Perú
- Bahamas
  - Argentina
  - Uruguay
- Costa Rica
  - Bolivia
  - Venezuela
OUTSTANDING RESULTS
ATL & PR
PR STRATEGY GENERATED US$4,534,362 IN MEDIA COVERAGE

<table>
<thead>
<tr>
<th>Media</th>
<th>Week Previous to the Games (July 18-24)</th>
<th>Week of the Games (July 25 – August 4)</th>
<th>Week After the Games (August 5-11)</th>
<th>Total (Pesos $)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Press</td>
<td>34</td>
<td>103</td>
<td>29</td>
<td>2,251,018,000</td>
</tr>
<tr>
<td>Radio</td>
<td>6800</td>
<td>398016</td>
<td>1376</td>
<td>1,377,275,888</td>
</tr>
<tr>
<td>Television</td>
<td>3662</td>
<td>18344</td>
<td>1144</td>
<td>5,440,430,550</td>
</tr>
<tr>
<td>TOTAL</td>
<td>802,762,000</td>
<td>7,446,164,284</td>
<td>819,798,154</td>
<td>9,068,724,438</td>
</tr>
</tbody>
</table>
NEW MEDIA
707.557 Website Visitors

Total visitors: 707.557 during July and August 2013
# Key Results

## Website

<table>
<thead>
<tr>
<th>Monthly Indicators</th>
<th>Base October</th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique Visitors</td>
<td>3,817</td>
<td>6,081</td>
<td>8,287</td>
<td>19,061</td>
<td>19,399</td>
<td>19,376</td>
<td>23,649</td>
<td>42,610</td>
<td>46,728</td>
<td>327,213</td>
<td>147,728</td>
</tr>
<tr>
<td>Organic traffic percentage</td>
<td>37.7%</td>
<td>32.9%</td>
<td>15.9%</td>
<td>45.5%</td>
<td>49.9%</td>
<td>50.4%</td>
<td>51.9%</td>
<td>50.2%</td>
<td>55.1%</td>
<td>62.2%</td>
<td>61.4%</td>
</tr>
<tr>
<td>PageViews</td>
<td>7,140</td>
<td>12,728</td>
<td>25,995</td>
<td>66,264</td>
<td>76,809</td>
<td>81,061</td>
<td>104,269</td>
<td>136,229</td>
<td>181,344</td>
<td>1,386,489</td>
<td>608,906</td>
</tr>
<tr>
<td>Pages/Visit</td>
<td>1.65</td>
<td>1.86</td>
<td>2.78</td>
<td>2.79</td>
<td>3.04</td>
<td>3.19</td>
<td>3.24</td>
<td>2.99</td>
<td>2.79</td>
<td>2.86</td>
<td>2.74</td>
</tr>
<tr>
<td>Average visit duration</td>
<td>00:01:09</td>
<td>00:01:25</td>
<td>00:02:29</td>
<td>00:03:07</td>
<td>00:03:50</td>
<td>00:04:08</td>
<td>00:04:35</td>
<td>00:05:15</td>
<td>00:04:22</td>
<td>00:03:27</td>
<td>00:02:59</td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>66.36%</td>
<td>66.63%</td>
<td>54.69%</td>
<td>51.87%</td>
<td>51.10%</td>
<td>49.32%</td>
<td>48.98%</td>
<td>51.28%</td>
<td>51.66%</td>
<td>50.26%</td>
<td>56.27%</td>
</tr>
</tbody>
</table>

**2012**

**2013**
## Facebook

<table>
<thead>
<tr>
<th>Monthly Indicators</th>
<th>Base October</th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clicks</td>
<td>12.174</td>
<td>13.456</td>
<td>17.991</td>
<td>29.768</td>
<td>73.924</td>
<td>97.827</td>
<td>95.347</td>
<td>111.937</td>
<td>118.901</td>
<td>1'989.477</td>
<td>1'766.534</td>
</tr>
<tr>
<td>People talking about the brand</td>
<td>838</td>
<td>1.243</td>
<td>1.333</td>
<td>2.783</td>
<td>9.594</td>
<td>9.758</td>
<td>6.014</td>
<td>6.210</td>
<td>6.100</td>
<td>70.755</td>
<td>49.838</td>
</tr>
<tr>
<td>Reach (people)</td>
<td>39.615</td>
<td>29.042</td>
<td>27.979</td>
<td>86.676</td>
<td>1'608.578</td>
<td>1'266.262</td>
<td>408.716</td>
<td>353.836</td>
<td>397.008</td>
<td>7'317.718</td>
<td>2'065.353</td>
</tr>
<tr>
<td>Viral Hits</td>
<td>57.072</td>
<td>85.770</td>
<td>78.045</td>
<td>197.836</td>
<td>272.664</td>
<td>278.228</td>
<td>574.251</td>
<td>432.105</td>
<td>443.450</td>
<td>6'184.090</td>
<td>4'215.818</td>
</tr>
<tr>
<td>Total Impressions</td>
<td>208.615</td>
<td>225.004</td>
<td>228.803</td>
<td>517.776</td>
<td>3'532.849</td>
<td>3'080.158</td>
<td>1'259.256</td>
<td>1'411.754</td>
<td>1'189.070</td>
<td>21'871.375</td>
<td>8'744.864</td>
</tr>
</tbody>
</table>

66.800 fans around the world
## Twitter

<table>
<thead>
<tr>
<th>Monthly Indicators</th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tweets (Spanish)</td>
<td>224</td>
<td>237</td>
<td>257</td>
<td>709</td>
<td>553</td>
<td>1,069</td>
<td>1,123</td>
<td>1,320</td>
<td>3,098</td>
<td>972</td>
</tr>
<tr>
<td>Spanish Followers</td>
<td>296</td>
<td>423</td>
<td>774</td>
<td>1,385</td>
<td>6,284</td>
<td>11,050</td>
<td>12,032</td>
<td>13,035</td>
<td>21,602</td>
<td>22,726</td>
</tr>
<tr>
<td>(Accumulated)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>English Followers</td>
<td>204</td>
<td>246</td>
<td>396</td>
<td>606</td>
<td>798</td>
<td>981</td>
<td>1,198</td>
<td>1,474</td>
<td>3,409</td>
<td>4,007</td>
</tr>
<tr>
<td>(Accumulated)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total followers:** 26,726  
**Followers in Spanish:** 22,726  
**Followers in English:** 4,007
### Streaming

<table>
<thead>
<tr>
<th>Event</th>
<th>Connections</th>
<th>Countries</th>
<th>flash</th>
<th>apple</th>
<th>android</th>
<th>other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening</td>
<td>30292</td>
<td>65</td>
<td>28137</td>
<td>403</td>
<td>961</td>
<td>49</td>
</tr>
<tr>
<td>international Signal July 26</td>
<td>23780</td>
<td>68</td>
<td>22826</td>
<td>217</td>
<td>406</td>
<td>3</td>
</tr>
<tr>
<td>international Signal July 27</td>
<td>22919</td>
<td>76</td>
<td>21489</td>
<td>395</td>
<td>582</td>
<td>0</td>
</tr>
<tr>
<td>Archery</td>
<td>5540</td>
<td>67</td>
<td>5262</td>
<td>35</td>
<td>94</td>
<td>0</td>
</tr>
<tr>
<td>Flying Disc</td>
<td>25014</td>
<td>85</td>
<td>22647</td>
<td>613</td>
<td>986</td>
<td>3</td>
</tr>
<tr>
<td>Archery</td>
<td>283</td>
<td>20</td>
<td>279</td>
<td>0</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>international Signal July 28</td>
<td>12534</td>
<td>68</td>
<td>11699</td>
<td>241</td>
<td>325</td>
<td>0</td>
</tr>
<tr>
<td>Flying Disc</td>
<td>27228</td>
<td>85</td>
<td>23854</td>
<td>683</td>
<td>1083</td>
<td>0</td>
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<tr>
<td>international Signal July 29</td>
<td>16951</td>
<td>56</td>
<td>16337</td>
<td>82</td>
<td>321</td>
<td>3</td>
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<tr>
<td>Flying Disc</td>
<td>168874</td>
<td>80</td>
<td>160497</td>
<td>2286</td>
<td>3161</td>
<td>12</td>
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<tr>
<td>Powerlifting</td>
<td>45068</td>
<td>82</td>
<td>42971</td>
<td>327</td>
<td>1254</td>
<td>24</td>
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<td>international Signal July 30</td>
<td>7262</td>
<td>46</td>
<td>6645</td>
<td>243</td>
<td>248</td>
<td>0</td>
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<tr>
<td>Powerlifting</td>
<td>47748</td>
<td>73</td>
<td>46163</td>
<td>319</td>
<td>558</td>
<td>0</td>
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<tr>
<td>international Signal July 31</td>
<td>7369</td>
<td>46</td>
<td>6846</td>
<td>129</td>
<td>283</td>
<td>0</td>
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<tr>
<td>Powerlifting</td>
<td>30483</td>
<td>70</td>
<td>37003</td>
<td>416</td>
<td>1137</td>
<td>0</td>
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<tr>
<td>international Signal August 1</td>
<td>15083</td>
<td>81</td>
<td>14499</td>
<td>81</td>
<td>340</td>
<td>1</td>
</tr>
<tr>
<td>Orienteering</td>
<td>40123</td>
<td>62</td>
<td>39510</td>
<td>52</td>
<td>280</td>
<td>4</td>
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<td>international Signal August 2</td>
<td>6060</td>
<td>52</td>
<td>5658</td>
<td>46</td>
<td>268</td>
<td>0</td>
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<tr>
<td>Orienteering</td>
<td>9470</td>
<td>59</td>
<td>9069</td>
<td>92</td>
<td>152</td>
<td>0</td>
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<td>international Signal August 3</td>
<td>8090</td>
<td>59</td>
<td>7722</td>
<td>45</td>
<td>223</td>
<td>0</td>
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<tr>
<td>Orienteering</td>
<td>15780</td>
<td>70</td>
<td>14953</td>
<td>209</td>
<td>273</td>
<td>0</td>
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<tr>
<td>international Signal August 4</td>
<td>30377</td>
<td>92</td>
<td>29526</td>
<td>299</td>
<td>551</td>
<td>2</td>
</tr>
</tbody>
</table>

**TOTAL CONNECTIONS: 596,328**

Live broadcasting to 18 countries including Colombia.
SPONSORSHIP
Acrobatic and Trampoline Gymnastics /El Pueblo Coliseum /July 29th – 31st
Inline Hockey/ Inline Hockey  Coliseum / July 26th – 30th
# RESULTS - CASH

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>INVOICE VALUE (Pesos)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postobon S.A.</td>
<td>$ 200,000,000</td>
</tr>
<tr>
<td>Colombina S.A.</td>
<td>$ 150,000,000</td>
</tr>
<tr>
<td>Harinera del Valle</td>
<td>$ 185,000,000</td>
</tr>
<tr>
<td>Laboratorios Lasante S.A.</td>
<td>$ 100,000,000</td>
</tr>
<tr>
<td>Banco de Occidente</td>
<td>$ 215,000,000</td>
</tr>
<tr>
<td>Fanalca</td>
<td>$ 150,000,000</td>
</tr>
<tr>
<td>Carvajal Información SAS</td>
<td>$ 250,000,000</td>
</tr>
<tr>
<td>Almacenes La 14 S.A.</td>
<td>$ 200,000,000</td>
</tr>
<tr>
<td>Gases de Occidente S.A. ESP</td>
<td>$ 70,000,000</td>
</tr>
<tr>
<td>Corp. Coomeva</td>
<td>$ 20,000,000</td>
</tr>
<tr>
<td>Colanta Ltda.</td>
<td>$ 5,000,000</td>
</tr>
<tr>
<td>Avianca S.A.</td>
<td>$ 200,000,000</td>
</tr>
<tr>
<td>Studio F</td>
<td>$ 50,000,000</td>
</tr>
<tr>
<td>HLF Colombia</td>
<td>$ 35,000,000</td>
</tr>
<tr>
<td>TISSOT</td>
<td>$ 144,000,000</td>
</tr>
<tr>
<td><strong>TOTAL (pesos)</strong></td>
<td><strong>$ 1,974,000,000</strong></td>
</tr>
<tr>
<td><strong>TOTAL USD</strong></td>
<td><strong>987,000</strong></td>
</tr>
</tbody>
</table>
# RESULTS - VIK

<table>
<thead>
<tr>
<th>VIK SPONSORSHIP</th>
<th>VIK VALUE (Pesos)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sura</td>
<td>$1,000,000,000</td>
</tr>
<tr>
<td>Emcali</td>
<td>$2,285,509,457</td>
</tr>
<tr>
<td>Comfandi</td>
<td>$640,000,000</td>
</tr>
<tr>
<td>El Pais</td>
<td>$251,680,500</td>
</tr>
<tr>
<td>Águila Roja</td>
<td>$189,942,000</td>
</tr>
<tr>
<td>MIO</td>
<td>$250,000,000</td>
</tr>
<tr>
<td>Mac</td>
<td>$58,000,000</td>
</tr>
<tr>
<td>Qbano</td>
<td>$52,500,000</td>
</tr>
<tr>
<td>Avianca</td>
<td>$300,000,000</td>
</tr>
<tr>
<td>Postobon</td>
<td>$700,000,000</td>
</tr>
<tr>
<td>Carvajal</td>
<td>$250,000,000</td>
</tr>
<tr>
<td>Totto</td>
<td>$23,055,000</td>
</tr>
<tr>
<td>La 14</td>
<td>$671,260,000</td>
</tr>
</tbody>
</table>

| TOTAL PESOS      | $6,671,946,957    |
| TOTAL USD        | $3335973.48       |
| TOTAL SPONSORSHIP CASH + VIK (PESOS) | $8,645,946,957 |
| TOTAL SPONSORSHIP CASH + VIK USD | $4,322,973.48 |
ENVIRONMENTAL LEGACY
Environmental Actions during
The World Games 2013 Cali

• Solid Waste Management
• Carbon Footprint
• Water Footprint
SOLID WASTE MANAGEMENT

http://www.youtube.com/watch?v=7CDEkgEay-E
CARBON FOOTPRINT
Carbon Footprint of the event

14.569 tons of $\text{CO}_2$

Aplicado por ONF Andina, verificado por ONF Internacional. No equivalente a certificación
ENVIRONMENTAL ACTIONS

Sustainable Movility:

• The organization pioneered the use of 100% electric vehicles as part of the sustainable mobility.

• Covered 4.356 km with an energy consumption of 592 kW-h.

• Savings of 1.01 tons of CO2 equivalent compared to the use of regular cars
ENVIRONMENTAL LEGACY

The experience of “Fair Play to the Planet” represents an opportunity to establish environmental policies in the organization of future sport events.

Use of ecological paper from sugar cane fiber;
• Prevents contamination due to the elimination of bleaching chemicals
• Generates less solid waste residues
ENVIRONMENTAL LEGACY

**Educational Environmental Communication Strategy**
- Development of a Web page to communicate environmental topics – Carbon Footprint
- Diffusion of the topic through mass media.

**Planting of Trees:**
- 6,000 trees were planted with the Fundación Club Campestre de Cali
- 10,000 square meters were planted with trees with Comité cuenca río Cali
ENVIRONMENTAL LEGACY

Implementation of the Solid Waste Management Plan (PGIRS in spanish)
• Massive communication of “Separate to Recycle” to minimize the solid waste residues.
• Work with recyclers. They were trained in technical aspects and prepared for their work in future events.
Reduction Strategies for future events

- Use of videoconference
- Promote use of Public Transportation
- Use of sustainable transportation
- Optimization of terrestrial transportation
- Selection of partners with sustainable practices
- Use of recycled or recyclable articles
- Optimal Solid Waste Management
- Use of airlines with sustainable practices
THE WORLD GAMES 2013 CALI
WATER FOOTPRINT

http://www.youtube.com/
watch?v=ReL4zjD0Yp8
The World Games 2013 Cali water responsibility strategy

Water Responsibility Strategy

Awareness to responsible water consumption

Visibility of responsibility and need for environmental conservation for water sustainability. Project “Incentivos” for the conservation of the River Cali.

 USING TOOLS MENTIONED IN OBJECTIVE 4. COMMUNICATION AS A VEHICLE FOR ENVIRONMENTAL AWARENESS.

CONSERVATION STRATEGIC ZONES
Los Farallones de Cali Natural National Park- Cali Forest Reserve.
BASIN MULTISECTORAL VISION
THREATS
Medium and low basin pollution (section 4, 5, 6 and 7)

INDIVIDUAL ACTIONS BECOMING COLECTIVE ACTIONS
PROYECT «INCENTIVOS» TO CONSERVATION
Award to The World Games 2013 Cali

Organizations with renowned research nationally and internationally on the issue of water footprint

Based in the Netherlands, Switzerland and Kenya. It brings together some of the largest water footprint experts who have actively participated in the formulation of the methodology used in this study

Based in Medellin. Leading organization in the field of water footprint in Colombia. Coordinator of the study water footprint in Porce River basin, pioneer basin project in Colombia and the region.

PUBLIC AWARD TO:

For being an event that promotes awareness and water responsibility through the project: Water footprint of The World Games 2013 Cali
CONCLUSIONS

The World Games 2013 Cali meant to Cali:

SOCIAL
Exalted sense of belonging and pride through a successful celebration of an outstanding, unprecedented mega sport event in Latin America.

ECONOMIC
Dinamization of local economy
SPORTS

Opportunity to consolidate the experience of conducting international sport events

Opportunity to promote social responsibility through sport.

Opportunity to improve the image and the city competences at a regional, national and international level
Opening Ceremony/Pascual Guerrero Stadium /July 25th
THANK YOU!!!!
MEMORIES...
Closing Ceremony/ Pascual Guerrero Stadium/ August 4th
Flying Disc/ Pascual Guerrero Stadium
Billiards / Billiards Coliseum / July 26th - 30th
Duathlon / El Ingenio Park/ July 26th – 27th
Rhythmic Gymnastics / El Pueblo Coliseum / July 26th – 27th
Aerobic Gymnastics / El Pueblo Coliseum / August 2nd – 3rd
Acrobatic and Trampoline Gymnastics /El Pueblo Coliseum /July 29th – 31st
Inline Hockey / Inline Hockey Coliseum / July 26th – 30th
Ju Jitsu /Evangelista Mora Coliseum /July 29th – 30th
Ju Jitsu /Evangelista Mora Coliseum /July 29th – 30th
Hernando Botero O´Byrne Swimming Pools
Roller Skating Artistic /Alcides Nieto Patiño Velodrome /July 26th – 27th
Roller Skating Artistic /Alcides Nieto Patiño Velodrome /July 26th – 27th
Cañasgordas Club
Softball / Softball Diamond / July 26th – 30th
Softball / Softball Diamond / July 26th – 30th
Sumo /Mariano Ramos Combat Coliseum /July 26th – 27th
Sumo /Mariano Ramos Combat Coliseum /July 26th – 27th
DanceSport/ Cañaveralejo Bull Fighting Ring / July 27th – 28th
DanceSport/ Cañaveralejo Bull Fighting Ring / July 27th – 28th
Beach Handball/ Cañaveralejo Bull Fighting Ring / August 2nd – 4th
Speed Skating Track / Mundialista Roller Skating Rink / July 31st and August 1st – 2nd
Speed Skating Track / Mundialista Roller Skating Rink /
July 31st and August 1st – 2nd
Archery / Mundialista Roller Skating Rink / July 28th
Main Press Room

A daily press conference was conducted during the 11 days of the event
Press conference with President of Colombia, Juan Manuel Santos.
Press conference with President of Colombia, Juan Manuel Santos.
The World Games Plaza
Daily cultural activities during The World Games 2013 Cali
The World Games Plaza
At least 1000 people a day attended the Plaza
Athletes Party
Athletes Party