



Coach O Appointed to International School Sport Federation

*Named as member of the International School Sport Federation (ISF)
Athletics Technical Commission beginning in 2023 through 2026.*

BRUSSELS (October 9, 2023) - The International School Sport Federation (ISF) has appointed Charles 'Coach O' Oliver to the ISF Athletics Technical Commission for the period 2023 – 2026.

ISF, was founded in 1972 and is based in Belgium. It is an international non-profit sport organization recognized by the International Olympic Committee (IOC) to organize world school championships for youth ages 6 to 18 years old. The organization's mission is to promote among young people mutual understanding, volunteerism, empowerment, peace, non-discrimination, healthy lifestyles, social inclusion, and gender equality. ISF currently consists of 132-member countries from five (5) continents including countries from Africa, Europe, Oceania, America, and Asia.

“I am truly honored and humbled by this appointment to ISF,” said Charles “Coach O” Oliver, Founder, Coach O Event Management. “I pledge to work tirelessly with the rest of the ISF leadership to implement and provide the very best athletic opportunities for parents, coaches, and most importantly, athletes, here in the United States and across the globe.”

A graduate of Troy University, where he was a record-setting 400m All-American, Coach O is the owner and founder of Coach O Event Management, a multipurpose company offering services ranging from online meet registration to merchandise and apparel, to event management. He has served as the National Chair for the Amateur Athletic Union (AAU) Track & Field program since 2014. Due to Coach O’s singular focus on providing quality competitive opportunities, AAU has become the training ground for future Olympic track and field athletes.

Because of his success in growing AAU track and field, he was elected as the AAU Second Vice-President for the 720,000-member organization in 2022.

“I have served and participated in almost every capacity and level imaginable in the sport of track & field,” said Charles “Coach O” Oliver, Founder, Coach O Event Management. “I have been a competitor, a coach, event operator, a clinician, administrator as well as an Olympic Games (Atlanta) official. I will bring that knowledge and expertise to the international stage with ISF.”

Specific duties and responsibilities for serving on the ISF Athletics Technical Commission will be forwarded shortly.