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Title: Launch of inaugural Singapore Youth Olympics logo

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By Melanie Yip

Celebrating Singapore 2010 in an adventurous, open and fun way.

That is the message Singapore organizers of the inaugural Youth Olympic Games hope to send when they launched the games logo.

Through the creative use of three contrasting colors of red, purple and green, it's meant to bring out the theme of "Spirit of Youth"

A red flame to represent the passion to learn and power of positive thinking.

There is a purple star which symbolizes excellence and pride in representing one's nation.

An abstract looking green crescent reflecting a dynamic youth - an individual full of promise.

Chairman of the Singapore Youth Olympic Games Organizing Committee, Ng Ser Miang described the launch of the games logo as a major milestone because it reflects the vision of youths as tomorrow's rising stars.

"This is the inaugural games. At the same time, this is an event which combines sports, cultural activities and education. So this is something very unique. This is in addition to sports, you can expect concerts, festivals, cultural education programs. This is something which is unique and different."

Also gracing the launch was Vice President of the International Olympic Committee, Chiharu Igaya who praised the YOG logo for being different from other logo marks that he has seen.

"So you should be proud of this. And like my president, Jacques Rogge said, this logo will be a great ambassador for Singapore to the rest of the world. The success of the 2010 Youth Games is already guaranteed because I can feel it from the excitement of the people who have gathered at the event."

The inaugural Youth Olympic Games will be held in Singapore from 14 to 26 August next year.