



**FISU**  
WORLD  
UNIVERSITY  
GAMES  
WINTER

## **HELP DESIGN THE LAKE PLACID 2023 FISU WORLD UNIVERSITY GAMES MASCOT**

### **Win \$5,000**

The 2023 FISU World University Games are coming to Lake Placid, NY and we need your help to design a new mascot to help promote this exciting international sports and cultural event. The largest global winter multi-sports event for student-athletes, the World University Games will bring the world's best to Lake Placid January 12 – January 23, 2023.

You can submit a mascot design concept starting March 22, 2021 through April 18, 2021. The winner will receive a \$5,000 prize and major bragging rights as the winning concept will be used to develop the official mascot for the Games!

More information, including eligibility requirements and details on how to submit your design concept, can be found at [iloveny.com/mascot](http://iloveny.com/mascot).

Design concepts must include:

- A visual design concept featuring a single character. This can be a graphic design or sketch.
  - Character concepts based on an animal are preferred.
  - The design should accommodate a human performer inside the mascot costume
  - The mascot concept should be welcoming and whimsical, celebrating diversity, sustainability, and the magic of winter in the Adirondacks region of New York State
- Character submissions should include a name and a short-written statement about the character's story and why this design concept should be chosen to represent the Lake Placid 2023 FISU World University Games.