

Wonder Bread and the Olympics . . . an American tradition



Wilma Rudolph

Olympic Record:

1956 Bronz Medal	400 meter relays
1961 Gold Medal	100 meters
1961 Gold Medal	200 meters
1961 Gold Medal	400 meter relays

The only American woman ever to win 3 gold Olympic medals was born in St. Bethlehem, Tennessee, the 20th of 22 children. An early childhood illness required her to wear a leg brace but this setback only served to increase her determination to excel. In 1957, as a student at Tennessee State University, she began preparing for her Olympic track career.

Today, she is president of the Wilma Rudolph Foundation and lives in Indianapolis. Her organization promotes the physical, mental and moral development of youth and athletic aspirations. Her autobiography, "Wilma", was aired on NBC-TV as a two hour movie. The world record holder was voted "Female Athlete of the Year" by the Associated Press in 1960 and 1961.

This year, Ms. Rudolph is spokesperson for Continental Baking Company's 1984 Olympic marketing programs.



WONDER.