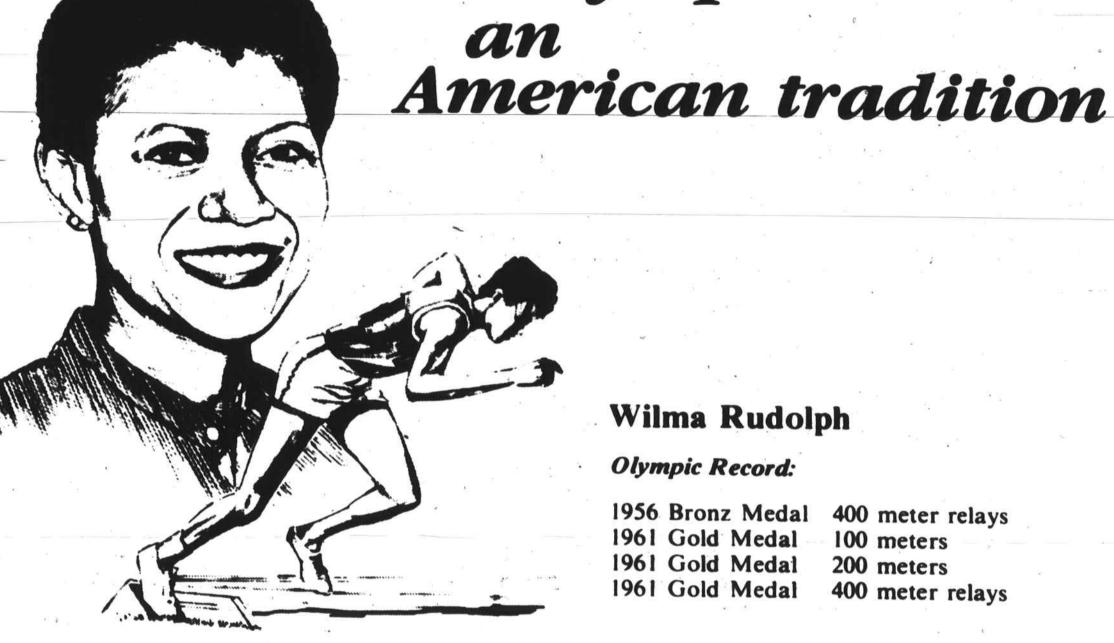
Wonder Bread and the Olympics.



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 athlectic 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.



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