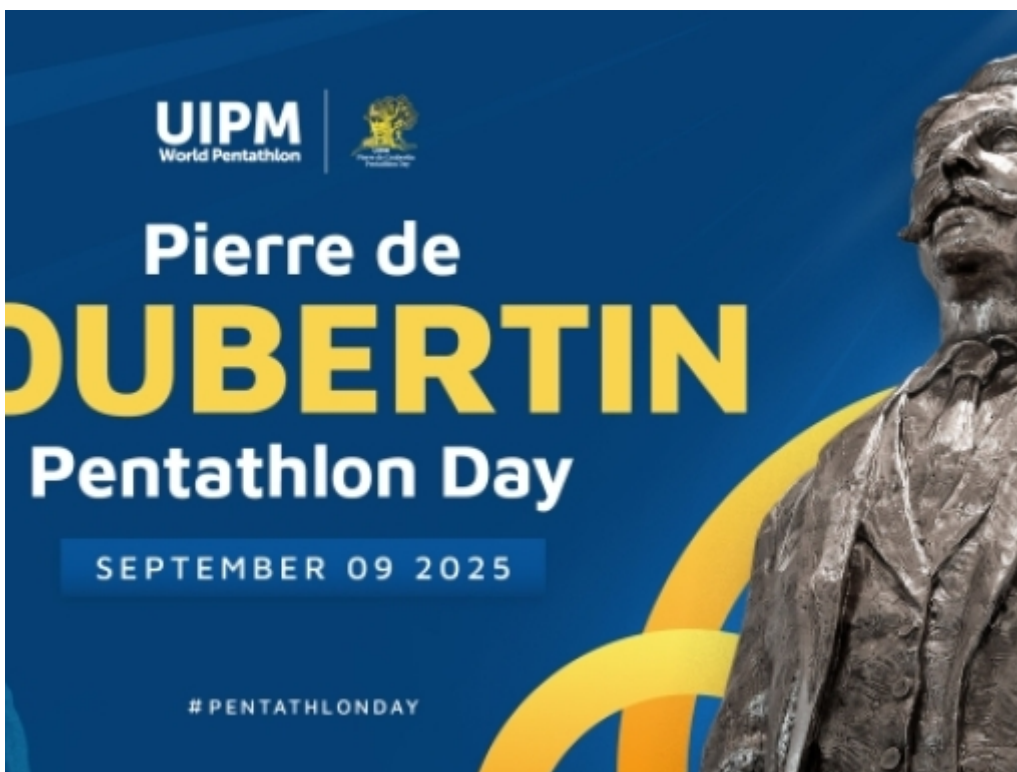


18 AUG 2025

WEAR YOUR MOUSTACHE WITH PRIDE! UIPM LAUNCHES 7TH PIERRE DE COUBERTIN PENTATHLON DAY



UIPM is excited to launch the 7th Pierre de Coubertin Pentathlon Day, a global celebration of the visionary founder of Modern Pentathlon, taking place on September 9, 2025.

This year, UIPM is calling on the global community — athletes, fans and newcomers — to take part in two special initiatives designed to celebrate Coubertin's legacy in fun, meaningful ways:

The Pentathlon Challenge

Launching on 2 September, immediately after the UIPM 2025 Pentathlon World Championships in Kaunas (LTU), this ultimate knowledge quiz will put fans and athletes to the test with questions covering the history, values and technical aspects of Modern Pentathlon.

It's a quickfire online quiz and those who score 100% in the fastest time will be declared Pentathlon Challenge champions, picking up an exclusive set of Paris 2024 Olympic Games pins.

Participation requires registration on the UIPM Educational Platform, and prize winners will be announced on Pentathlon Day.

Wear Your Moustache With Pride

Coubertin's iconic moustache takes centre stage in a playful social media campaign encouraging Olympic sports fans everywhere to wear a moustache — real, fake or drawn — while training or performing everyday tasks.

Whether you're an athlete or a follower, post your moustachioed moments using #PentathlonDay and help spread awareness of Coubertin's legacy in a celebration of the joy of sport.

Some of the world's best pentathletes will be sporting their moustaches between competing in the World Championships in Kaunas — and UIPM channels will be sharing inspirational content in the lead-up to the big day.

UIPM President Rob Stull OLY said: "Pierre de Coubertin's legacy is monumental — he shaped the modern Olympic movement and created Modern Pentathlon in the hope of establishing what makes a complete athlete.

"As we honour the Baron's vision, and celebrate the sport he introduced to the Olympic Games in Stockholm in 1912, we recognise that sometimes the most effective way to reach young people today is via short, creative bursts of content on social media. This year's Pentathlon Day campaign balances education and fun, tradition and innovation — and we invite everyone to be part of it."