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ACTION-MOVIE HERO DOLPH LUNDGREN NAMED UIPM AMBASSADOR FOR LOS ANGELES 2028 OLYMPIC GAMES



- Hollywood icon takes on new role three decades after being USA Pentathlon Team Leader
- *He-Man* and *Universal Soldier* actor meets Obstacle Racing stars at cocktail party on Sunset Strip
- Promotional event hosted by *Ninja Warrior* franchise owners TBS kickstarts build-up to LA28

HOLLYWOOD, CALIFORNIA, UNITED STATES: June 8, 2026 – Action hero Dolph Lundgren is stepping back into the arena, uniting Hollywood star power with Olympic innovation as he takes on a new role with UIPM.

The movie icon is unveiled today as a UIPM Ambassador for the Los Angeles 2028 Olympic Games, renewing a long-standing connection with Modern Pentathlon and getting on board with the sport's exciting transformation.

An all-time great action-movie hero who became a household name when he starred in blockbuster classics such as *He-Man*, *Universal Soldier* and *Rocky IV*, Lundgren also headline the film *Pentathlon* in 1994. Two years later, fiction became reality when he proudly led the United States Olympic Pentathlon team into the Olympic Stadium as Team Leader for the Atlanta 1996 Olympic Games.

The five-discipline multisport has been a cornerstone of the Olympic Games for more than a century and Lundgren returns to champion a sport that has undergone one of the most dramatic innovations in Olympic history.

The most significant component of the transformation came into force last year when Ninja-style Obstacle Racing became fully embedded in the sport alongside Fencing, Swimming and Laser Run, rounding out the skills of the most complete athlete of the Games.

The Hollywood legend and former world-class athlete met a new generation of UIPM Sports heroes last Friday night during a special Los Angeles launch party held in celebration of the new partnership between TBS, the company that created the *Ninja Warrior* TV phenomenon, and UIPM.

Among the invited guests on Sunset Strip were UIPM 2025 Obstacle World Championships gold medallists Luke Beckstrand and Tiana Webberley, silver medallist Kai Beckstrand and Ninja legend and feature-film stuntwoman Jessie Graff. Also in attendance were Shinya Watanabe, TBS Head of Global Business, Vice President Goshu Segawa and colleagues from various departments across TBS Global Business, and representatives from LA28.



UIPM President Rob Stull OLY commented: "Friday's party hosted by TBS in West Hollywood brought together Olympic sport, TV entertainment and Hollywood glamour, making it the perfect setting to celebrate our growing collaboration. The creators of *SASUKE* and *Ninja Warrior* helped inspire the development of *Obstacle*, and together we are introducing Pentathlon to new audiences around the world as we build towards LA28.

"I have known Dolph for many years and I could not think of a better person to define the story of the new, reimagined Pentathlon. He understands our sport and the Olympic values, and his journey from pentathlete to Hollywood icon reflects many of the qualities that define our athletes today – versatility, resilience and a willingness to embrace new challenges.

"It's going to be a lot of fun having Dolph on board on the road to LA28.

"This announcement comes at an exciting moment for our movement. With the IOC President set to visit our Pentathlon World Cup in Budapest this week and momentum continuing to build towards 2028, we are delighted to welcome Dolph as part of that journey and help showcase the new era of UIPM Sports to the world."



Dolph Lundgren, UIPM Ambassador for the LA28 Olympic Games, said: "Modern Pentathlon has been part of my life for many years, so it's a real honour to reconnect with the sport in this new role.

"What excites me most is how the sport has evolved. Obstacle racing brings an incredible energy and athleticism, while staying true to the unique adaptability and heroism that has always made Pentathlon unique. After meeting some of today's athletes in Los Angeles, I can see they are every bit as dedicated and inspiring as the pentathletes I knew years ago.

"I'm looking forward to helping UIPM introduce this amazing sport to new audiences as we build towards the Olympics coming back to LA."