

Beat: Sports

PARIS 2024 UNVEILS THE LOOK OF THE GAMES & THE PICTOGRAMS OF THE OLYMPIC

& PARALYMPIC DISCIPLINES ON FEB 8, 2023

Paris, Washington DC, 09.02.2023, 22:34 Time

USPA NEWS - On Wednesday 8 February, Paris 2024 unveiled the Look of the Games as well as the pictograms of the Olympic and Paralympic disciplines in the presence of Tony Estanguet, President of Paris 2024, Emmanuel Grégoire, First Deputy Mayor of Paris, Laurent Mazaur, Sports Vice-President of Saint-Quentin-en-Yvelines, Julie Matikhine, Brand Director of Paris 2024, and Jérôme Fernandez, former international handball player (double Olympic champion in 2008 and 2012). With a year and a half to go before Paris 2024, athletes and spectators from all over the world will now be able to visualise what the Games will look like, in the competition venues, the host cities and the celebration sites. The look presented this morning highlights elegance, creativity, and the "French art de vivre", and conveys the innovative and bold ambition of Paris 2024.

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ABOUT PARIS 2024

The mission of the Olympic and Paralympic Games Paris 2024 Organising Committee, in accordance with the host city contract signed between the International Olympic Committee (IOC), the Comité National Olympique et Sportif Français (CNOSF – French National Olympic and Sporting Committee) and the Ville de Paris municipal authorities, is to plan, organise, fund and deliver the Olympic and Paralympic Games Paris 2024.

The Olympic and Paralympic Games are the greatest sporting event in the world, with unparalleled media impact. They bring together 10,500 Olympic athletes and 4,400 Paralympic athletes, respectively from 206 and 182 delegations, across five continents. They are watched by over 13 million spectators and 4 billion television viewers across the world, across a total of over 100,000 hours of TV broadcasting. They are without equal in sporting, economic and cultural events throughout the world, and this power helps to further their impact.

Set up in January 2018, Paris 2024 is headed by Tony Estanguet, three-time Olympic champion. It is run by a Board of Directors, on which sit all the founding members of the project: the CNOSF, Ville de Paris, the French Government, the Île-de-France regional authority, the CPSF, the Métropole du Grand Paris, the Conseil départemental de Seine Saint-Denis, representatives of the local authorities involved in the Games, civil society and corporate partners." Source: Paris 2024

Article online:

<https://www.uspa24.com/bericht-22257/paris-2024-unveils-the-look-of-the-games-and-the-pictograms-of-the-olympic.html>

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSiV (German Interstate Media Services Agreement): Jedi Foster, Rahma Sophia RACHDI

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Official Federal Reg. No. 7442619