



## Press Release

18 April 2019

# The Paris 2024 family comes together to place sport at the heart of the Games project and get the whole French community involved

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Today, in the Paris Docks in Aubervilliers, Paris 2024 President Tony Estanguet called together all of the stakeholders involved in building the Paris 2024 Olympic and Paralympic Games project. The aim of the meeting was to talk about the work they have collaborated on, to date and launch their engagement strategy with one priority in mind: for the first time in the history of the Games, as many French people as possible will be invited to live this Olympic and Paralympic adventure to the full.

## A look back on season 1: Sharing a common vision and reviewing the work that has been done since the Games were awarded

The sporting movement, athletes, public bodies, associations, civil society stakeholders, financial partners and the media were invited to come together to share their common vision, founded on the belief that sport plays a key role in our society in terms of social cohesion, health, education and the fight against discrimination, and has the potential to take on an even more prominent role.

**Tony Estanguet:** “Every person who takes up a sport represents a victory. That is what drives our commitment. Sport is the best investment because it provides education, health, social ties, pride and outreach, all at the same time. It has the unique ability to make us live stronger, live longer, and helps us live together. Sport is at the heart of the Paris 2024 project.”

This event was an opportunity to see how far the project has come since the evening of 13 September 2017, when the Games were awarded to Paris in Lima.



For more than a year, the Games' stakeholders have worked together to bring the project presented in the bid phase to life. The first actions have already been launched, namely establishing the athletes' committee, organising the third Olympic and Paralympic Week, rolling out market and employment support for very small, small and medium-sized businesses and companies operating in the social solidarity economy, optimising the concept, announcing new sports, and signing the first premium partnership with the BPCE group.

## **Preparing for season 2: Mobilising those who will involve French people in the Paris 2024 adventure**

This event was also an opportunity to look ahead to the future and prepare to involve all French towns, cities, departments, regions and people in order to give an extra boost to the project in preparation for post-Tokyo 2020.

In June, two schemes – the first of their kind in the history of the Games – will be launched. Today, the project's key stakeholders, who will be closely associated with these schemes, prepared for their launch.

### **Involving local authorities and clubs**

The Terre de Jeux certification, which was presented at the Association of French Mayors' congress in November 2018, will enable local authorities and the sporting movement to perpetuate the energy of the Games and inject it into their local area. Everyone is concerned: from small municipalities to large regions, local sports clubs to national federations.

### **Involving the French people**

Tony Estanguet gave a sneak preview of a brand-new approach – the first of its kind in the history of the Games – to involve French people in the Games adventure: the Paris 2024 community. Inspired by sports clubs – in which volunteers, coaches, supporters and athletes all work together – this community will invite French people to become involved in the Olympic and Paralympic adventure from June onwards.

All French people, whether they play sport or not, will be given the opportunity to make a real contribution to the project and enjoy unforgettable experiences before and during the Games by becoming volunteers, photo reporters, carriers of the Olympic or Paralympic flames, or even taking part in the marathon and cycling events that are open to the public. Officially launched in June, the Paris 2024 community's first key event will be held during Olympic Day on 23 June.

## **Following the Notre Dame Cathedral fire, Paris 2024 dedicates its community's first challenge to a charity that helps the fire brigade**

The whole Paris 2024 team was extremely saddened by the fire at Notre Dame Cathedral and was greatly moved by the fire brigade's courageous actions.

To show his recognition, Tony Estanguet announced that the first running challenge undertaken by the Paris 2024 community, which will be launched in June, will be dedicated to the fire brigade. The money raised will be donated to the Paris Fire Brigade Welfare Development Association (Association pour le Développement des Œuvres Sociales des Sapeurs-Pompiers de Paris or ADOSSPP). The scheme will be presented at the community's launch in June, and will come to an end on Olympic Day, on 23 June.



**Tony Estanguet:** “Fire fighters are the heroes of everyday life; in a way, they are athletes who save lives. We want to show how much we admire and support them.”

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#### Paris 2024

The Organising Committee for the Paris 2024 Olympic and Paralympic Games (Paris 2024) has the task of planning for, organising, financing and delivering the Olympic and Paralympic Games in Paris in 2024 in accordance with the host city contract signed by the International Olympic Committee (IOC), the French National Olympic and Sports Committee (CNOSF) and the City of Paris.

The Olympic and Paralympic Games are the first sports event in the world with a unique media impact, bringing together some 15,000 athletes (10,500 Olympians, 4,350 Paralympians) from 206 delegations hailing from five continents. They are followed by over 13 million spectators and 4 billion viewers over the world through more than 100,000 hours of TV broadcasts. The Games’ impact is unparalleled among all sports, economic and cultural events in the world.

Created in January 2018, Paris 2024 is headed by Tony Estanguet, three-time Olympic champion and IOC member. It is administered by an Executive Board (EB) that includes the project’s founding members: CNOSF, the City of Paris, the State, the Ile-de-France Region, CPSF, Métropole du Grand Paris, the Seine-Saint-Denis Departmental Council and representatives of the local authorities involved in the Games.

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