Beat: Sports

PARIS 2024 OLYMPICS COMMITTEE UNVEILS ITS NEW EMBLEM AT A SPECIAL PREMIERE

CELEBRITIES & ATHLETS -INCONIC GRAND REX

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USPA NEWS - This evening Paris 2024 unveils its new emblem at a spectacular, mass-participation event in the iconic Grand Rex Art Deco Cinema, where sport showcased the theme. In fusing together three iconic symbols "" the gold medal, the Olympic flame and Marianne "" the emblem embodies the idea of a friendly, people´s Games. And for the first time in the history of the Games, the emblem is common to both the Olympics and Paralympics. During the event, Facebook live, dozens of runners, went running through Paris, as they were spotted via digital screens in the largest Auditorium of the Grand Rex, as the celebrities and athletes, Olympic Champions, were interviewed by the journalists, and enjoyed the permanent dinatoire cocktail

Paris 2024 has a new emblem, unveiling a hitherto unseen face to reflect a new phase in its project. During the bid phase, the emblem had but one objective: to highlight the appeal and international profile of Paris and France. But as its president, Tony Estanguet, explained, the stakes have changed for Paris 2024: "The handover of the flame from Tokyo 2020 to Paris 2024 is approaching fast and we have decided to opt for an emblem that portrays our vision of the Games

THE NEW GOLDEN EMBLEM OF PARIS 2024, UNVEILED OVER A SPECTACULAR MASS PARTICIPATIVE EVENT INCUDING ATHLETIC CHAMPIONS & CELEBRITIES ----------

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"We are going to launch the popular marathon which takes place in parallel with the Olympics. We will bring Break Dance too, in the Olympics, and make it accessible to all. The Mayor of Paris, Anne Hidalgo, is also enthusiastic "This logo is super beautiful I am delighted that this energy and extraordinary teamwork and this new logo with this symbolic paris sharing of Grand Paris Marianne de la Flame and the medial. "The Mayor of Paris, Anne Hidalgo, is also enthusiastic "This logo is super beautiful I am delighted that this energy and extraordinary teamwork and this new logo with this symbolic paris sharing of Grand Paris Marianne de la Flame and the medial. "

Many Olympic athletes were present as well as celebrities from the cinema and the show buzz as well as political leaders like Patrick Ollier, President of Grand Paris and Mayor of Rueil Malmaison (The Republicans), Roxana Maracineanu Minister of Sports, Sophie Cluzel, Secretary State Handicap, Gad El Maleh, One Man Show Comedien prefers French, Anne Marvin Actress, Guy Drut former Minister of Sports and Ex Athletes Olympic Multimedal, and Member of the Executive Committee of the European Olympic Committees. The Minister of Sports has recognized the importance of sports and the strength of sports activities to flourish: "It is important that this emblem reflects our common desire in this government and especially one because women in sport in terms of heritage and that sport is an important part of inclusion. " "The sport changes all the particulars of disability all together with each its specificity.This strength of this flame and Marianne are the values of France, Bravo to this beautiful logo that we fight for every day." State Disability Secretary Sophie Cluzel said. "It is serving this Grand Paris is extraordinary and will be exemplary in terms of organization and these athletes who built this logo is a great permuted to the World. "A explains Patrick Ollier, President of Greater Paris "This is a great message with an ambition and a singularity with these rings and a very strong symbol to build together" added Marie Amelie Le Fur, triple Paralympic champion in athletics. The State of mind 2024 Playgrounds to make the Olympics accessible to all in this super adventure, "said Tony Estanguet as President of the Paris2024 Olympic Games Committee. He was the first athlete to win the Olympic gold medal in Canoe three times in a row. Paris 2024 has decided to put sport at the heart of the emblem reveal, a reflection of its belief in its transformative power. In doing so, it has sought to reveal the athlete inside us all. The event brought together more than 700 runners from all walks of life, led by Olympic and Paralympic medallists such as Renaud Lavillenie, Nantenin Keita and Sarah Ourahmoune. In running various routes through the heart of Paris and Seine-Saint-Denis, they depicted the outline of the new Paris 2024 emblem, revealed on the Grand Rex´s big screen at exactly 20:24.

THE COMING TOGETHER OF THREE ICONIC SYMBOLS TO CREATE THE FACE OF THE PARIS 2024 GAMES The coming

together of three iconic symbols to create the face of the Paris 2024 Games The gold medal, the Olympic and Paralympic flame, and Marianne: it is through these three symbols, that the new emblem expresses the values at the heart of the Paris 2024 project. The medal, a symbol of sport. In adopting the shape and the colour of the most precious form of sporting recognition of them all, the emblem expresses one of sport´s core values: striving for excellence. The medal pays tribute to Olympic and Paralympic athletes, the heroes of the Games. It also recognises everyone who gives their very best through sport and seeks to bring out the very best in others. That desire to strive for excellence also informs every step in the organisation of the Paris 2024 Games, to ensure that the pledges made can be fulfilled: to create a different, grounded, sustainable and inclusive Games.----------

The flame, an icon of the Olympic and Paralympic Movement. Handed over from Games to Games, the flame links nations and generations. We will light it on 26 July 2024 to mark the start of an extraordinary celebration. The flame invites us to dream, to engage and to come up with new ways of staging the Games. It reflects the unique energy of the Games, which bring people together and drive solutions forward. The Games will help improve the lives of the inhabitants of the Seine-Saint-Denis area by bequeathing useful infrastructure to them: eco-neighbourhoods, through the conversion of the athlete and media villages into housing, and the creation of local sports facilities, such as the Olympic Aquatics Centre.

And Marianne, the image of France. With its feminine features, the Paris 2024 emblem pays homage to one of our country´s symbols. Marianne embodies the revolutionary spirit that infuses these Games. She encapsulates the generosity, boldness and creativity that inspires the Paris 2024 Games, as illustrated by the decision to propose breaking as an additional sport or the desire to bring the events out of conventional stadiums and stage them in the heart of the city. Her face is also a nod to history and female athletes, who were first allowed to compete in the Olympics at the 1900 Games in Paris.

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Editorial program service of General News Agency:
UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com
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