

Paris 2024 – „Made for Sharing“

February 2017 – Kick-off of the international phase of bidding for the 2024 Olympic and Paralympic Games



Paris 2024 presents **its concept for spectacular Games**: a celebration of sport at the heart of a global city to be shared with everyone, everywhere: **Games of Passion and Purpose**.

The Paris 2024 Olympic and Paralympic Bid Organising Committee has unveiled on February 3rd 2017 its **strapline “Made For Sharing”**. The phrase reflects **Paris 2024’s vision to celebrate sport at the heart of a global city, sharing the passion of the Games and the purpose of Olympism**.

“Made For Sharing” was **beamed onto Paris’ iconic Eiffel Tower** in an exciting, never-before seen light show. For one night, the world’s most recognised monument reflected the bid logo and strapline to signal that Paris 2024 is ready to take the bid on the **road to Lima, Peru**, when the host city for the 2024 Olympic and Paralympic Games will be chosen.

The event saw the Paris 2024 bid team, top athletes and political leaders as well as more than 130 French and international media gather to mark the **launch of the international campaign to bring the Games back to the French capital for the first time in 100 years**. From this moment on, Paris 2024 is more engaged than ever to share its vision for the Games.

Highlights of the presentation, which outlined plans submitted to IOC as part of Paris 2024’s candidature file, included details of the **city’s ultra-compact, city-centre inspired concept**, which will see the athlete and fan –friendly Games take place across spectacular and iconic locations right in the heart of Paris.

It illustrated Paris’ 2024’s bold vision to deliver **the most sustainable Games ever**, with 95% of venues either pre-existing or temporary structures, a world-class public transport system and a ground breaking carbon emissions strategy aligning it closely with both Olympic Agenda 2020 and the Paris Climate Agreement.

It also defined the **city’s approach to legacy** which will see Paris 2024 become **a model of sustainable development, innovation and social purpose**, building on the city’s global leadership and the positive role sport can play in society to deliver real community legacies for generations to come. Legacies that can be adapted and shared as a blueprint for future host cities.

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