

Beat: Sports

## PARIS 2024 UNVEIL NEW EIFFEL TOWER-INSPIRED OLYMPIC & PARALYMPIC GAMES BID LOGO

PARIS 2024 REVEALED LOGO ON FEBRUARY 9

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**USPA NEWS** - Paris 2024 revealed their official logo for their Olympic and Paralympic Games bid on Tuesday February 9, 2016, with the design claimed to be a modern interpretation of the French capital's most iconic symbol, the Eiffel Tower...

Paris 2024 revealed their official logo for their Olympic and Paralympic Games bid on Tuesday February 9, 2016, with the design claimed to be a modern interpretation of the French capital's most iconic symbol, the Eiffel Tower. The logo was projected onto another of the city's most famous landmarks, Arc de Triomphe, in front of a crowd of spectators.

Paris 2024 believe the number 24, which is used to depict the Eiffel Tower, celebrates the centennial anniversary of the when the city last staged the Games in 1924. Paris 2024 hope that people from across France and the world will engage with their bid by creating their own digital interpretations of the design, which can then be shared on Facebook.

Paris, which lost out to London for the 2012 Olympics, has staged the sporting spectacular only twice before: in 1900 and 1924. The 2024 bid committee is co-chaired by former French rugby supremo Bernard Lapasset and triple Olympic canoeing champion Tony Estanguet, who were joined at the unveiling by the city's mayor, Anne Hidalgo.

Next week Paris 2024 will unveil details of Olympic sites as well as elaborating on their vision for the event and launch the bid's official website.

The capital is competing against Los Angeles, Rome and Budapest for the 2024 Olympics and Paralympics and the host city will be decided by the International Olympic Committee in September 2017 in Lima.

The cost of the bid campaign is estimated to be in the region of 60 million euros, with one half of the budget financed privately and the other through state subsidies.

The bid committee confirmed that Caisse des Depots, Elior Group, JCDecaux and RATP will contribute about 2 million euros to the budget, in addition to the French national lottery, which also pledged 2 million euros in support.

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