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Paris 2024 launch branded game that brings Games vision to life

The Paris 2024 Olympic and Paralympic Bid Committee has today released a new branded game - Paris 2024 Run - which allows users to go on a virtual tour of the unique Paris 2024 Games vision.

The game, developed by French company Gameloft, a subsidiary of Bid Committee partner Vivendi, gives users the ability to instruct their chosen character to run, dodge and jump through Paris, with the backdrop featuring celebration areas, iconic Parisian landscapes and competition venues, including the Palace de Versailles, the Eiffel Tower, the Stade de France and the River Seine.

The characters that users can choose from are double Olympic Champion Teddy Riner and three-time Paralympic champion Marie-Amélie Le Fur, co-chairs of Paris 2024's Athletes Committee Riner, a judoka, has more stamina and power in the game, while Le Fur more speed, echoing their 'real world' athletic attributes.

Gameloft has created the activation, alongside Vivendi, to showcase the Paris Olympic and Paralympic vision through a playful, virtual concept where users can immerse themselves in the heart of the Paris 2024 Games plan. As part of Vivendi's partnership theme - "relay of emotions" - the game offers a window into the month-long celebration of sport, inclusion and activity that Paris 2024 promises to be.

The game is available for free on www.run.paris2024.org, www.vivendi.com, on some Gameloft games and on Paris 2024's [Facebook](#) page.

Paris 2024 Bid Committee co-Chair and 3x Olympic Champion, Tony Estanguet, said:

"While we are fully engaged in our international promotion phase, we are also actively working alongside our partners. Vivendi is a major supporter of the Paris 2024 Bid and the game, created by their subsidiary Gameloft, allows us to share our vision with a wide global audience.

"Through this fun game, developed to include our top athletes Teddy Riner and Marie-Amélie Le Fur, we will be giving the public the opportunity to discover and really get a sense of our spectacular Parisian concept."

Gameloft Senior Vice President of Sales and Marketing, Baudouin Corman, added:

"We are pleased to support Paris' bid for the Olympic and Paralympic Games in 2024. Together, we share the strong values of passion and self-belief, values that echo those of the Olympic Games and the athletes.

"With this game, we are proud to be actively involved, thanks to Vivendi, with Paris 2024, and to put all our know-how and our skills at the service of the French candidature."

-ENDS-

Watch the launch trailer [here](#)

Download images of the game here: [Press-kit](#)

About the Paris 2024 Committee

The Bid Committee is co-chaired by Bernard Lapasset and Tony Estanguet (an IOC member and three-time Olympic medalist). It is made up of five founding members: the French Olympic and Sporting Committee (CNOSF), the French Sports and Paralympic Committee (CPSF), the City of Paris, the Region of Île-de-France, and the French Government. The Paris 2024 Bid Committee's mission is to make the City of Paris the organizer of the 2024 Olympic and Paralympic Games. It works toward this goal on both the domestic and international level.

About Vivendi

Vivendi is an integrated media and content group. The company operates businesses throughout the media value chain, from talent discovery to the creation, production and distribution of content. Universal Music Group is engaged in recorded music, music publishing and merchandising. It owns more than 50 labels covering all genres. Canal+ Group is engaged in pay-TV in France, as well as in Africa, Poland and Vietnam. Its subsidiary Studiocanal is a leading European player in production, sales and distribution of movies and TV series. Gameloft is a worldwide leader in mobile games, with 2 million games downloaded per day. Vivendi Village, groups together Vivendi Ticketing (in the United Kingdom, the United States and France), MyBestPro (expert counseling), Watchever (subscription streaming services), Radionomy (digital radio), the venues L'Olympia and Théâtre de L'Œuvre in Paris, and CanalOlympia in Africa, as well as Olympia Production. With 3 billion videos viewed each month, Dailymotion is one of the biggest video content aggregation and distribution platforms in the world.

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About Gameloft

Leader in the development and publishing of mobile games, Gameloft® has established itself as one of the top innovators in its field since 2000. Gameloft creates games for all digital platforms and with an audience of 140 million monthly users offers via Gameloft Advertising Solutions a unique level of visibility and involvement to advertisers. Gameloft operates its own established franchises such as Asphalt®, Order & Chaos, Modern Combat and Dungeon Hunter and also partners with major rights holders including Universal, Illumination Entertainment, Disney®, Marvel®, Hasbro®, Fox Digital Entertainment, Mattel® and Ferrari®. Gameloft distributes its games in over 100 countries and employs 6,000 people worldwide. Gameloft is a Vivendi company.

All trademarks referenced above are owned by their respective trademark owners.

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