

Beat: Sports

## MARATHON POUR TOUS SPARKLED PARIS 2024 OLYMPIC'S END

### 35, 000 RUNNERS IN PARIS

Paris, Washington DC, 11.08.2024, 23:02 Time

**USPA NEWS** - As the Olympic Games draw to a close, a beautiful love story written between the best athletes from 206 delegations from all over the world, performing and giving the best of both during 19 days, Paris offers itself a new surprise, the Marathon for All. The city of light, which welcomed the whole world under its beautiful setting and in the name of sport, during this beautiful enchanted interlude, offers the Marathon For All, as the final point of the most extreme effort, to provide ... an extra mile in the French way."At 9pm on Saturday 10 August 2024, almost 35,000 runners set off along the course of the Marathon Pour Tous. The vast majority of them crossed the finish line to successfully take part in the first-ever sports event open to the general public during the Olympic Games.

Runners came from all over France and the world, having completed the challenges of the Club Paris 2024, the Marathon Pour Tous app and Team Orange Running to qualify for the event. There were 17,361 runners aged between 20 and 85 for the marathon and 16,440 aged between 16 and 94 for the 10km race, who will forever be the first finishers." Source: COJO, Paris 2024

### FOEREVER FIRST

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### EXCEPTIONAL SUCCESS FOR AN EXCEPTIONAL RACE

Staged right in the heart of Paris, the 42km started from 9pm and the 10km 11.30pm at the forecourt of the Paris City Hall and finished on the Esplanade des Invalides, with runners taking in some of the most beautiful sites and monuments in Paris and its region. The spectacular 42.195km race, featured the Louvre Pyramid, the Grand Palais, the Château de Versailles, the Eiffel Tower and the Olympic flame floating in the sky as a backdrop.

For part of the night, all the participants were able to enjoy a sporting, festive and popular experience and create unique memories thanks to the light and sound entertainment, the support of their friends and fans and the presence of athletes and personalities running with them (Alistair Brownlee, Paula Radcliffe, Michaël Jérémyasz, Amélie Mauresmo, Camille Lacourt, Dorothea Wierer, Mo Farah, Colin Kaepernick and Alling Gu were among those present).

Among the experiences offered were a light tunnel on the Côte des Gardes, urging the runners to give it their all on this section, known to be the most difficult part the course. There were also giant screens with recorded messages from athletes and their families provided at various locations by Orange and technical partner Bridgestone. As an Official Sponsor, Orange also provided a host of entertainment at the start and on the course. The numerous bands also created a festive atmosphere and immersed participants in the world of the marathon.

The race was a huge success, with large crowds turning out to support the athletes along the way.

**THE LARGEST CONNECTED RACE IN HISTORY** The great celebration of the Marathon Pour Tous is also a connected race on an unprecedented scale. With the Marathon Pour Tous Connecté, Paris 2024 is underpinning its ambition to enable as many people as possible to join in and take part in the event, to experience the Marathon Pour Tous from anywhere in the world, even from home. Fitness Park, the technical partner of the Marathon Pour Tous, opened its gyms in France to the general public free of charge so that they could take part in the connected version of the race. The result: over 200,000 participants converting the Marathon Pour Tous Connecté into the biggest connected race in history. There are still a few hours left for those who want to take part!

From Sydney to Nairobi, via Colombia and Tahiti, people all over the world took part in this great connected race to celebrate the

Games and sport, running for at least 30 minutes on the day of the Marathon Pour Tous.

"Congratulations to the 35,000 runners in the Marathon Pour Tous and to the thousands of participants who joined in the world's largest connected race! With this first event open to the general public, we've written a new page in the history of the Games. This success is also the success of our partners - Orange, the Official Sponsor, as well as Bridgestone and Fitness Park - the City of Paris, the municipalities we passed through, and all the teams and public servants who worked throughout the night. With the Marathon Pour Tous, we took spectators from the stands to the field of play. Together, we made the Games wide open!" Tony Estanguet, President of Paris 2024

#### **ABOUT PARIS 2024**

The mission of the Olympic and Paralympic Games Paris 2024 Organising Committee, in accordance with the host city contract signed between the International Olympic Committee (IOC), the Comité National Olympique et Sportif Français (CNOSF - French National Olympic and Sporting Committee) and the Ville de Paris municipal authorities, is to plan, organise, fund and deliver the Olympic and Paralympic Games Paris 2024.

Set up in January 2018, Paris 2024 is headed by Tony Estanguet, three-time Olympic champion. It is run by a Board of Directors, on which sit all the founding members of the project: the CNOSF, Ville de Paris, the French Government, the Île-de-France regional authority, the CPSF, the Métropole du Grand Paris, the Conseil départemental de Seine Saint-Denis, representatives of the local authorities involved in the Games, civil society and corporate partners." SOURCE ; COJO, PARIS 2024

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