

Beat: Sports

BUDAPEST 2024 Launches Bid to host the Olympic and Paralympic Games in 2024

Coordinated citywide activities

PARIS - BUDAPEST, 16.04.2016, 14:57 Time

USPA NEWS - On April 14, 2016, the city of Budapest officially launched its bid to host the Olympic and Paralympic Games in 2024. The timing is appropriate, as last week Hungary also celebrated its part in the founding of the modern Olympics and the first gold medal ever won for the country in the 1896 Olympic.

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A programme of coordinated citywide activities commenced at the Freedom Statue, a national symbol of liberty and peace that commands spectacular views over the Citadella. The day's events began with short addresses from key figures in Budapest's bid committee and sport community.

The speaker line-up demonstrated strong support for the bid from the city of Budapest and the Hungarian government, and underlined Budapest's capability as a seasoned host of numerous European and World Championship sport events, including the FINA World Championships and the European Youth Olympic Festival. Speakers also invoked the special relationship that Hungarians have with sport.

After the panel discussion, the much-anticipated logo of the bid was unveiled on a 300 square metre flag draped from the iconic Chain Bridge. The logo represents the vitality of Budapest's bid: at its centre is the Freedom Statue, with the fresh waters of the Danube at its feet, surrounded by the celebratory warmth and openness of the Hungarian personality.

The celebrations continued for the rest of the day in central public meeting places and leisure locations across the city. Demonstrations in seven sports took place, followed by open sessions, allowing the people of Budapest the chance to join in a favourite sport, or try their hand at a new one, alongside national Olympic and Paralympic athletes. The planned sport activities include basketball, fencing, table tennis, water polo, beach volleyball, gymnastics and weightlifting.

The launch day activities were concluded with a free festival of live music in Erzsébet Square in the city centre, headlined by popular Budapest bands. The bid's official online presence and social media channels were launched later that day.

Source : Budapest 2024

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

Article online:

<https://www.uspa24.com/bericht-7685/budapest-2024-launches-bid-to-host-the-olympic-and-paralympic-games-in-2024.html>

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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Editorial program service of General News Agency:

United Press Association, Inc.
3651 Lindell Road, Suite D168
Las Vegas, NV 89103, USA
(702) 943.0321 Local
(702) 943.0233 Facsimile
info@unitedpressassociation.org
info@gna24.com
www.gna24.com