

Olympic Day 2017

On the Olympic Day, EL recalls the significant contribution of EL Members to the Olympic Movement and calls for further dissemination of the Olympic Values world-wide



Lotteries in Europe have been enthusiastically supporting the Olympic movement [in many different ways and for a long period](#), be it through support to the hosting of the Games, structural contribution to their NOCs or support to projects seeking to disseminate Olympic values.

As the main and traditional support of sports of all levels in France, and with a long standing partnership with the French Olympic Committee, the French Lottery, FDJ, is one of the main partners of the Paris 2024 candidacy. Taking its role seriously and driven by its strong commitment to society, FDJ has taken this partnership status onto a higher level, endeavouring to mobilise French people and get them to be more physically active as well, leaving in this way a lasting legacy on the sports culture of the country.

Last March, FDJ launched a physical activity campaign « ready to Play the Game for Paris 2024? ». As part of this campaign, FDJ organises every month until the selection of the host city (next September) an event that will be inspiring and mobilising French people around the candidacy. The campaign started with a first event in March: The « Fit Boxing Session FDJ® », which was an invitation to French people to get ready to « fight » for the Paris candidacy, but also raised matters related to gender equality in sports. Two of the French Olympic medallists in boxing, Sarah Ourahmoune and Souleymane Sissoko were present at this event.

Following this boxing event, FDJ continued to mobilise French people and especially sports fans through the Football League Cup in April and the Handball Cup Final in May. In both competitions, during the half-time, randomly selected spectators, had to compete and get active in order to win a multitude of prizes. This was widely communicated in social media as well and was part of the wider FDJ campaign to mobilise French people and sports fans around the Paris 2024 candidacy.

Amel Bouzoura, Head of Sports Partnerships at FDJ states *“Supporting a candidacy for hosting the Olympics 2024, is a great opportunity for us to pass key societal messages, to unite the French people around a joint cause, promote the Olympic values and leave a lasting legacy in relation to sports participation in France! It is also a good chance to support gender equality and empowerment in and through sport, a matter of key importance for us at FDJ! Happy Olympic Day to everyone!”*.