



Press release
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Paris 2024 Olympic and Paralympic Games: Orange becomes an Official Sponsor of the Marathon For All

One year after joining the Paris 2024 Olympic and Paralympic Games Premium Partners club, Orange is becoming the Official Sponsor of the Marathon For All, a brand new public event in the Games' History.

Announced in February 2019 by Paris 2024, the Marathon For All will give the public the possibility, for the first time, to get involved in the Games as part of an event open to the public, organized on the same route, the same day and under the same conditions as the Olympic athletes.

Orange has joined Paris 2024 with the aim of giving everyone all the emotions of the Olympic and Paralympic Games. By becoming an Official Sponsor of the Marathon For All, Orange will support the runners along the 42.195 kilometer race, a unique event to be experienced under the same conditions as the Olympic athletes, with intense emotion. A shorter distance along this same route will also give each sportsperson – seasoned or beginner, disabled, young and less young – a unique experience during the Paris 2024 Olympic Games.

Stéphane Richard, Chairman and CEO of Orange: *“Orange has joined the Paris 2024 Olympic adventure with a desire to give as many people as possible all the emotions of this historic event. By becoming a Sponsor of the Marathon For All, we want to give all the athletes the possibility to become part of these Games and achieve their dream.”*

Tony Estanguet, Chairman of Paris 2024 *“Two years ago, we announced a brand new marathon in the history of the Olympic and Paralympic Games: to enable amateur sportspeople to run in the footsteps of the Paris 2024 Olympic athletes, along the same route, on the same day and under the same conditions. We're delighted that our partner Orange is accompanying us on this wonderful 42 km adventure! We'll soon be seeing you for an exceptional first experience.”*

For this partnership, Orange is launching the [Team Orange Running](#), a collective of ambassadors and personalities from all backgrounds brought together around sport. Comprising experts specializing in a sport and content creators specializing in running, the *Team Orange Running* will inspire, support and reward all those who love amateur running on Instagram.

In 2024, high-speed networks will enable everyone to experience all the intensity of the Paris 2024 Games across the globe. From today, and throughout the preparation for the Marathon For All, Orange is guiding amateur athletes towards the finish line.

As a leading partner of large international events, Orange's ambition is to make each event a unique occasion that is full of emotion for all its audiences. After lighting up the Eiffel Tower in the teams' colors for Euro 2016 and enabling the whole world to follow the Tour de France each summer, this is a brand-new experience that Orange and Paris 2024 aim to give the French.

About Orange

Orange is one of the world's leading telecommunications carriers with a turnover of €42.3 billion in 2020 and 139,000 employees as at June 30, 2021, of whom 80,000 are in France. The Group had a total customer base of 263 million customers as of June 30, 2021, including 218 million mobile customers and 22 million fixed broadband customers. The Group is present in 26 countries. Orange is also a leading provider of global IT and telecommunication services to multinational companies, under the brand Orange Business Services. In December 2019, the Group presented its new "Engage 2025" strategic plan, which, guided by social and environmental accountability, aims to reinvent its operator model. While accelerating in growth areas and placing data and AI at the heart of its innovation model, the Group will be an attractive and responsible employer, adapted to emerging professions.

Orange is listed on Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

To find out more (online and via your mobile device), go to: www.orange.com, www.orange-business.com or to follow us on Twitter: [@orangegrouppr](https://twitter.com/orangegrouppr).

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About Paris 2024

The Paris 2024 Olympic and Paralympic Games Organizing Committee aims, in accordance with the host city contract signed between the International Olympic Committee (IOC), the French National Olympic and Sports Committee (CNOSF) and the City of Paris, to plan, organize, finance and deliver the Paris Olympic and Paralympic Games in 2024.

The Olympic and Paralympic Games are the top sports events in the world with incomparable media impact. They bring together 10,500 Olympic athletes and 4,350 Paralympians, from 206 and 182 delegations respectively spread across the five continents. They are followed by over 13 million viewers and 4 billion television viewers worldwide through over 100,000 hours of TV broadcasting. Among all the global sporting, economic or cultural events, they are an unparalleled event whose power has a huge impact.

Founded in January 2018, Paris 2024 is chaired by Tony Estanguet, triple Olympic champion and IOC member. It is administered by a Board of Directors which brings together all the project's founding members: the CNOSF, the City of Paris, the French government, the Île-de-France region, the CPSF (French Paralympic and Sports Committee), the Métropole du Grand Paris, the Departmental Council of Seine-Saint-Denis and representatives of local authorities concerned by the Games, civil society and social partners.

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