

May 29, 2020

EXTERNAL COMMUNICATION - DECATHLON UNITED

# ONE BLUE NEWS FLASH!



IN SPORT WE TRUST!



Dear Communication Leaders,  
We hope you are all fine, well and healthy.  
We've missed being in touch with you over the last couple of weeks  
but we've kept active and busy.

**Discover our brand new logo and find all the press files in  
various languages!**

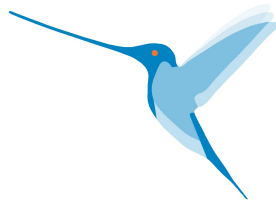
We remain available to answer any of your questions.  
All the very best.

<https://www.oneblueteam.com>



## One Blue News

### NEW! Discover our OneBlueTeam logo



We are pleased to reveal our brand new Logo. This hummingbird, who plays its part in today's world by its agility and its solidarity, its simplicity and its beauty, has no name yet. We think it would be great if you could organize, in each of your country, a "friendly competition" amongst your journalists and opinion relays so they **choose themselves the name of our new mascot**. What do you think about this idea? We want our hummingbird nickname to sound as local and colloquial as possible...Your reaction ?  
[annelaure.pavy@decathlon.com](mailto:annelaure.pavy@decathlon.com)

## Blue Press Files



## Vital Force Press File

Discover our new press file about how to restart a physical activity. Read it in [german](#), [portuguese](#), [italian](#), [spanish](#), [english](#), [russian](#) and chinese (coming soon!



## Next One Blue Visio Conference For and With You!

Further to the first External Communication Visio Conference on May, 7, **our next "One Blue Visio" will take place on Monday, June, 8 (time tbc)** This meeting is not only made for you but we also want it to be made with you! Please let us know the topics you're interested in and the PR examples you'd like to share with us : [annelaure.pavy@decathlon.com](mailto:annelaure.pavy@decathlon.com)

## Blue Facts



### Store opening in Japan!

The second store opened in Makuhari, in the Kanto region. Proud of our Japanese teammates!

[Read More >](#)



### Decathlon Rent in France

Decathlon France launched bike rental in Lyon and Paris. it is a test before validating the new service.

[Read More >](#)



### Market Place in Morocco!

Some Decathlon articles are now available in Marjane, a moroccan distribution group to make sport accessible to the many!

[Read More >](#)

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