

DECATHLON REVEALS ITS PARISIAN DISTRIBUTION SITE FOR THE PARIS 2024 VOLUNTEERS' UNIFORMS



IMPORTANT:

**For logistical reasons at this site, all press requests (reports, interviews, filming, etc.)
must be made in advance to the DECATHLON press service:**

media@decathlon.com

For the first time in the history of the Olympic and Paralympic Games, the equipment supplier for the volunteers is organizing and managing the entire distribution cycle for their uniforms.

DECATHLON, Official Partner of the Paris 2024 Olympic and Paralympic Games, has set up a location in Paris dedicated to this mission on an iconic site for sports education. From May 27 to September 8, 2024, the distribution center will come to life at the UFR STAPS, an almost century-old site belonging to the Université Paris Cité, which has trained several generations of sports teachers.

Through its partnership with the world's biggest sporting event, DECATHLON continues its commitment to promoting sport for all. At the end of its collaboration with the UFR Staps, and in order to ensure its legacy, the brand has committed to refurbish the occupied spaces and above all, to restore them. The company will also provide equipment for the sport activities of university students.



DISTRIBUTION AT AN ICONIC LOCATION



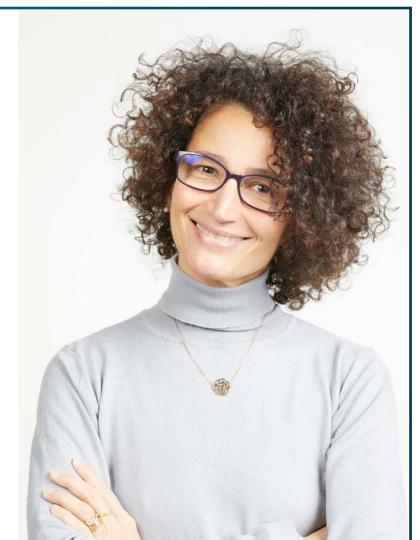
For almost 50 years, DECATHLON has been committed to making sport accessible to as many people as possible. After designing the volunteers' uniforms in collaboration with the Paris 2024 teams, DECATHLON, which operates in over 70 countries, is bringing its expertise as a sports retailer to this eagerly awaited event.

In the very heart of Paris, the UFR STAPS' buildings are an emblematic place blending sport education. They housed the first Regional Institute of Physical Education in 1928 and today train future Physical Education and Sports (EPS) teachers and future leaders in the field of sports health. It is therefore only natural that DECATHLON, a major player in sports, chose this site to become the distribution center for the volunteer uniforms.

To ensure the smooth operation of the site and provide volunteers with the best possible experience, DECATHLON has recruited 80 special contracts for the duration of the Paris Olympic and Paralympic Games: 80% internal recruitment, supplemented by temporary employment agencies and the Etincelle network (young people in social integration).

“ We are proud to be working with the Université Paris Cité, an emblematic venue for sport in France. At this Parisian site, we expect more than 35,000 volunteers to distribute their uniforms and give them a 100% DECATHLON experience (sports, authenticity, warm welcome...). It is the first time in the history of the Olympic and Paralympic Games that the volunteer outfitter organizes and manages the entire distribution circuit of their uniform. That is why we are committed to supporting the volunteers throughout this essential step. ”

Virginie SAINTE-ROSE,
Directrice du partenariat DECATHLON x Paris 2024



DISTRIBUTION CENTRE SCHEDULE

From 27 May to 29 June:

Open 4 days a week

Monday, Wednesday, Friday from 12pm to 9pm
(last volunteer at 8.30pm)
and Saturday from 10am to 6pm
(last volunteer at 5.30pm).

From 1 July to 11 August:

open 7 days a week
from 8am to 10pm

From 16 to 31 August:

open 7 days
a week from 10am to 8pm
(last volunteer at 7.30pm).

From 1-8 September

open 7 days a week
from 10am to 7pm
(last volunteer at 6.30pm).

PICKING UP THE UNIFORM: INSTRUCTIONS

Volunteers select a time slot to first pick up their accreditation at the Paris 2024 Accreditation Center, then their uniform at the DECATHLON Volunteer Uniform Distribution Center. These two locations are less than a 5-minute walk apart.

Once at the Volunteer Uniform Distribution Center, they can collect their complete kit in under 30 minutes in four main steps:



1 - WELCOME DESK

The volunteer present themselves at their time slot. Their accreditation is scanned, and they are informed of the next steps.

2 - FITTING AREA

The volunteer will try on their outfit and will be accompanied and advised by DECATHLON teams.

3 - EQUIPMENT CENTER

The volunteer collects all the items of the uniform in the size previously tried on.

4 - CHECK-OUT AREA

The volunteer, accompanied by the teams, completes the check-out and can leave with their uniform. They are ready for the Paris 2024 adventure.

Information stands will be available to answer questions and provide additional details to volunteers.

FOCUS ON THE VOLUNTEER UNIFORM

DECATHLON is proud to provide the Paris 2024 volunteers with functional, eco-designed, creative, and recognizable outfits.

This is the perfect opportunity to celebrate the volunteers who embody the spirit of the Paris 2024 Olympic and Paralympic Games, essential to the success of the world's greatest sporting event. At the heart of the organization, they ensure everything runs smoothly. They will all proudly wear the colors of this 33rd Olympiad, with a unique unisex uniform that is a blend of techwear and sportswear.

Paris 2024 volunteers will receive the same uniform, composed of the following 15 items:

- **1 headdress**
- **4 t-shirts**
- **1 windbreaker vest**
- **2 pairs of convertible pants**
- **4 pairs of socks: 2 blue and 2 pink**
- **1 pair of shoes**
- **1 fanny pack**
- **1 packaging bag**

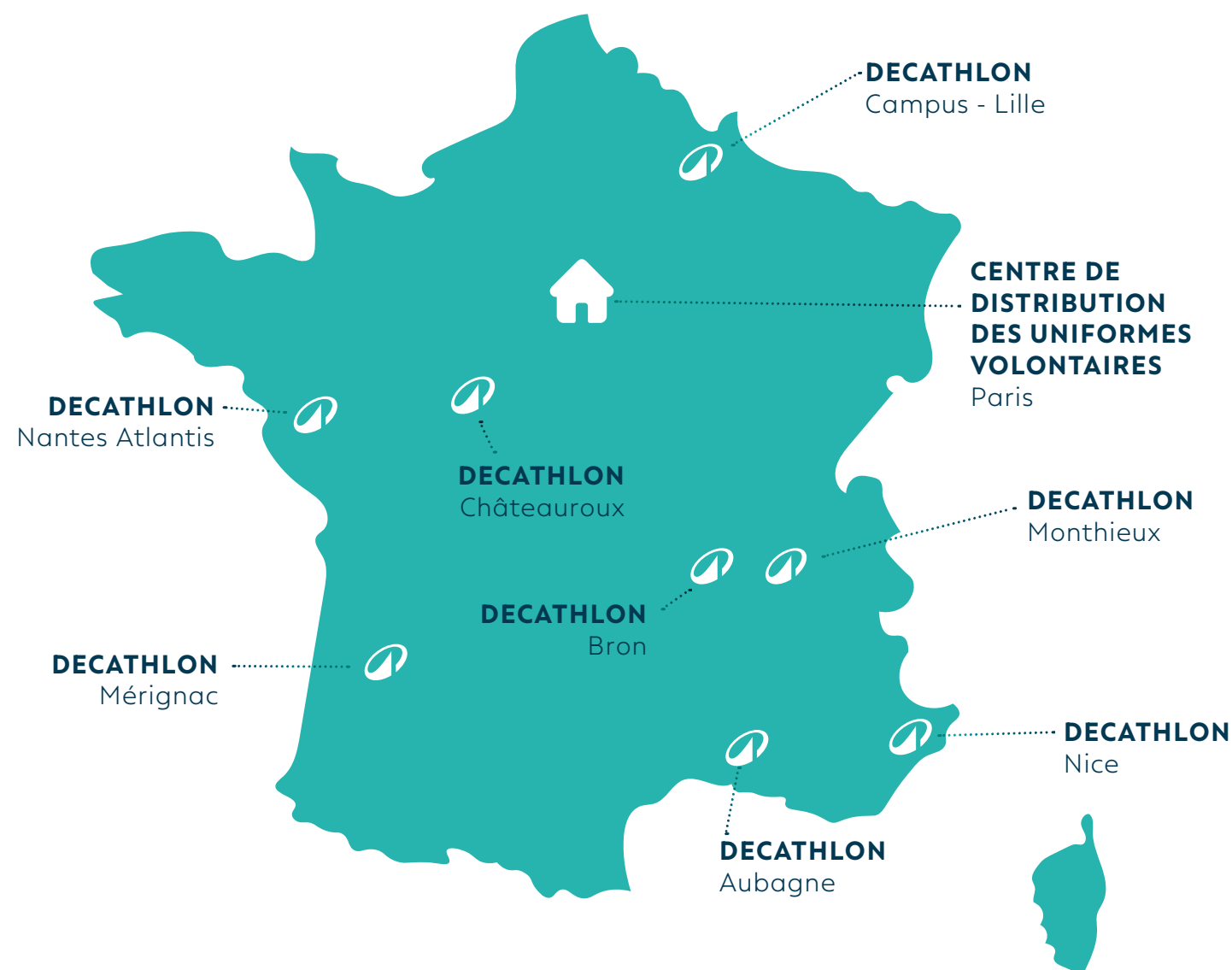
For more information : [click here](#)



FOCUS ON DISTRIBUTION IN HOST CITIES

From 9 July to 12 August (and then from 20 August to 6 September in Châteauroux only), DECATHLON will also be promoting sport in 8 of its stores located near the host cities. From July 9 to August 12 (and from August 20 to September 6 in Châteauroux only), DECATHLON will also promoting sports through 8 of its stores located near the host cities.

The teams are ready to welcome more than 10,000 volunteers to guide them in collecting their complete kits.



KEY FIGURES OF VOLUNTEER DISTRIBUTION

Nearly
1 MILLION
pieces designed for volunteers

7 DAYS
of setup

70 %
of the 45,000 volunteers welcomed at UFR STAPS

An average distribution of
7,500 UNIFORMS
per week

8 SHOPS
shops mobilized
in the host cities (30% of volunteers)

ABOUT DECATHLON

A global multi-specialist sports brand catering for everyone from beginners to top athletes, Decathlon is an innovative manufacturer of sporting goods for all skill levels. With 101,000 teammates and 1,750 stores worldwide, Decathlon and its teams have been working ever since 1976 to fulfill an ongoing ambition: Move people through the wonders of sport, to help them be healthier and happier in a sustainable future.

[decathlon.fr](https://www.decathlon.fr)

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ABOUT THE DECATHLON X PARIS 2024 PARTNERSHIP

In 2024, the world's largest sporting event will take place in Paris and across France. It is therefore natural that DECATHLON, a sports actor, has become the Official Partner of the Paris 2024 Olympic and Paralympic Games. The French brand brings its expertise to this eagerly awaited event through four areas: comprehensive support for the 45,000 volunteers, local actions to promote sports nationwide, the sale of official licensed products, and the creation and support of the DECATHLON Athlete Team.

DECATHLON PRESS CONTACTS :

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