



## PRESS RELEASE

### **Roma 2024 European Athletics Championships logo unveiled Countdown begins for the competition**

Florence, June 2, 2023 - The official logo of the Roma 2024 European Athletics Championships has been unveiled today. It consists of letters forming the name of Rome, numbers representing the year of what promises to be a memorable championship, and one of the symbols of athletics all blending into a single design.

The big reveal took place during the Golden Gala “Pietro Mennea” Wanda Diamond League meeting at the Ridolfi Stadium in Florence, attended by European Athletics President Dobromir Karamarinov, World Athletics President Sebastian Coe and FIDAL President Stefano Mei.

Rome needs no introduction as a location, while 2024 looks destined to be a year of great sporting events in the city that will capture the attention of the world, and the track is the quintessential symbol of athletics – and these elements are combined in the logo designed for the Roma 2024 European Athletics Championships.

#### **The countdown begins**

The unveiling of the logo marks the beginning of a year-long journey towards Roma 2024. From 7-12 June 2024, the continent's best athletes will compete at the Olympic Stadium, in the Foro Italico Park, and along some of the most charming streets of Rome. This edition will take place 50 years after the 1974 European Athletics Championships held in Rome and will be the third time Italy hosts the event, following the inaugural edition in Turin in 1934.

The Roma 2024 European Athletics Championships will also precede the start of the Summer Olympic Games in Paris, serving as a crucial competitive challenge for athletes ahead of the Olympics.

The EuroRoma 2024 Foundation, which includes representatives from the Department for Sports of the Prime Minister's Office, the Lazio Region, the Municipality of Rome, Sport and Health, CONI, and FIDAL, is the Local Organising Committee (LOC) responsible for organising the event, under the supervision of European Athletics.



The competition in Rome will take place two years after the last edition of the European Athletics Championships in Munich, which saw some fantastic performances and was viewed by a global audience. Over 267,000 spectators were attracted to the Olympiastadion and the coverage garnered a global television audience of 729 million viewers, generating an estimated economic impact of around €29 million in the local area. The goal of the EuroRoma 2024 Foundation is to create an equally well-followed competition and support the growth of tourism in Rome.

"The logo presented today in Florence is the result of the work of the entire Foundation team and perfectly encapsulates the objectives we have in mind. We aim to build a widespread, engaging, and innovative event, enhancing the image of Rome through the organisation of a major sporting occasion," said Paolo Carito, General Director of the EuroRoma 2024 Foundation.

"We are thrilled to contribute to making 2024 a significant year and leave a positive legacy on the territory and in the memories of all those who will participate in this exciting sports celebration."

European Athletics President Dobromir Karamarinov added: "Unveiling the logo with just over a year to go gives Roma 2024 a clear visual identity, making everyone aware that Europe's top athletics event is coming ever nearer.

"2024 will be 50 years since the last European Athletics Championships in Rome and what a better way to celebrate such an anniversary? Rome and the Olympic stadium are steeped in athletics history: from ancient times to the 1960 Olympic Games, to the 1987 World Athletics Championships, to the annual Diamond League meeting. Many world records have been set in Rome and many thrilling head-to-head battles and outstanding performances can be expected at Roma 2024 – not least from the home country stars that will be on show.

"We are all looking forward to a year of build-up which will bring our sport, European Athletics and these championships closer to the public's hearts, drumming up enthusiasm and excitement ahead of the championships. Congratulations to the LOC and FIDAL – Rome could be the best European Athletics Championships ever."

The logo has also been unveiled on the official Roma 2024 digital channels. Visit [roma2024.eu](https://roma2024.eu) and follow the Roma 2024 social media profiles for updates and information leading up to the start of the competition.

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