

#PRESS  
RELEASE

## #HAUSSMANNPARIS

À VOS MARQUES, PRÊTS, PARTEZ!

**The boulevard Haussmann neighborhood (Paris, France) presents « A vos marques, prêts partez ! » (“Ready, Set, Go!”), a festive event to celebrate the bid for Paris to host the 2024 Olympic Games with the launch of a news neighborhood dynamic baptized “#HausmannParis”.**

Paris, September 11<sup>th</sup>, 2017

To celebrate Paris’s bid to host the 2024 Olympic Games for which results will be announced by the IOC on Wednesday September 13<sup>th</sup> in Lima (Peru), the major businesses and spokesmen of the Haussmann neighborhood have rallied together under the #HausmannParis banner to bring their support to the city of Paris in the final countdown until results, with « A vos marques, prêts partez ! » (“Ready, Set, Go!”). This festive event will open to all on Wednesday at the heart of the boulevard Haussmann.

From 8:30 to 11 PM, #HausmannParis and its 9<sup>th</sup> Paris district Town Hall will honor sport together, with various animations to share a privileged moment with Parisians, the employees of the companies involved and also of course with tourists and athletes who will be present for the occasion: a giant football for up to 40 players, a climbing wall, two badminton courts, ping pong tables and home trainer bikes will be installed for tournaments throughout the evening. A DJ set with Mermaid Express as well as six food trucks will complete the animations program.

With this operation, #HausmannParis wishes to bring its own contribution and support to the city’s general mobilization (including the 9<sup>th</sup> Paris district) in favor of its bid to host the 2024 Olympic Games, and make this unique event an absolute success. Beyond this event, « A vos marques, prêts, partez ! » symbolizes the start of a new challenge: to give a new impetus to the neighborhood and establish it as one of Paris’s must-see reference locations.

As a public actor in the lives of its citizens and tourists, #HausmannParis strives to be at the helm of the French capital’s global outreach. For this, the partners have pooled forces in order to accelerate the neighborhood dynamic in 3 main ways: with the modernization and valorization of its heritage, support of its cultural energy – notably with creative cultural events accessible to a wide audience, and lastly by boosting the commercial appeal of the area.

Commenting this announcement, Agnès Vigneron, Director of Galeries Lafayette Haussmann declared: « Each year, boulevard Haussmann welcomes over 50 million French and International visitors, who contribute and underpin its influence. Today, we are reaching a new milestone with the mobilization of all #HaussmannParis actors, to increase the appeal of our neighborhood together.»

Pierre Pellarey, General Director of Printemps Haussmann also commented: « This neuralgic Parisian neighborhood, which is at the origin of modern trade, has all the potential to become a major attraction for the capital. The stakes for #HaussmannParis are now to accelerate the qualities of this neighborhood to make it an authentic living space for the locals and for the tourists who come from all around the world.»

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### About #HaussmannParis

Bringing together the main business players in the boulevard Haussmann neighborhood in Paris, #HaussmannParis is an initiative aiming to actively participate in the new dynamic of the neighborhood in order to make it a center of attractiveness and a prominent place of living in the capital. Its partners gather around common commitments and mobilize themselves through three priority areas: enhancing and modernizing the neighborhood's heritage; improving its creative and cultural dynamism, and developing the commercial attractiveness of the area.