

Lausanne 2020

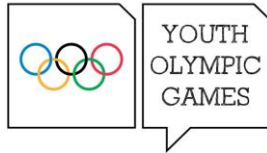
Torch Tour

Media Kit





LAUSANNE
2020



Dear friends,

On behalf of the Lausanne 2020 Local Organising Committee we are very proud to provide our friends in the media with more information about the upcoming Lausanne 2020 Torch Tour.

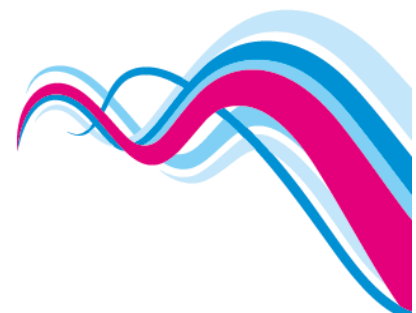
As you may already know, the Lausanne 2020 Olympic flame will begin its journey on September 17, 2019 in Athens, Greece. It will be lit during a traditional ceremony and will then make its way to Switzerland and embark on a Torch Tour around the country for the first time in over 70 years.

During the tour, the Lausanne 2020 Olympic flame will make a stop in several cities in all 26 Cantons. This media kit will provide you with all the necessary background information to help you share the story of Lausanne 2020 with communities in your city.

We look forward to seeing you along the Lausanne 2020 Torch Tour and at the Youth Olympic Games in Lausanne from January 9-22, 2020!

See you soon!

The Lausanne 2020 Media team



About Lausanne 2020

From January 9 to 22 2020, Lausanne will be welcoming the third edition of the Winter Youth Olympic Games. 26 years after obtaining the title of Olympic Capital, Lausanne will become an Olympic city by hosting the second largest multisport winter event after the Olympic Winter Games. This event will offer a unique and unforgettable Olympic experience to young athletes. The combination of culture, performance and education will give rise to a genuine celebration of sports!

Lausanne 2020 Ambition

Lausanne 2020 is seeking to create a new sports platform for young people by actively involving them in the preparation and organisation of the event. This means engaging the local, regional and even national population around a unique, unifying occasion, that seeks to create a better world. Promoting and giving responsibility to young people by providing them with an opportunity to become ambassadors of positive sports values, acquire new talents and achieve self-accomplishment by becoming the leaders of tomorrow. All this while making the Youth Olympic Games a creative laboratory; an incubator of ideas from young people, for young people, drawing inspiration from Switzerland's heritage and unique assets in education, culture and innovation.

About the Youth Olympic Games

The Youth Olympic Games are an international Olympic sporting event of the highest level for athletes aged 15 to 18. They combine sports performance, culture and education in an authentic celebration of sport with a festive atmosphere. The aim is to encourage young people to adopt and represent the positive values of sport – respect for others, for themselves and for our environment; friendship between people and cultures; and, excellence in self-giving – and to become sports ambassadors throughout the world.

About the Olympic Flame

An integral part of the countdown to an Olympic Games, the lighting of the Olympic flame is a ceremony of great symbolic importance, one that binds the ancient and modern versions of the Games firmly together. Today, the purity of the flame is guaranteed by the way it is lit using the sun's rays. The Lausanne 2020 Youth Olympic Games Flame will be light on September 17, 2019 in Athens in a traditional ceremony.

For more information about Lausanne 2020 please go to: <https://www.lausanne2020.sport>

Lausanne 2020 Torch Tour

The Lausanne 2020 Torch Tour - starts 21 September to 9 January!

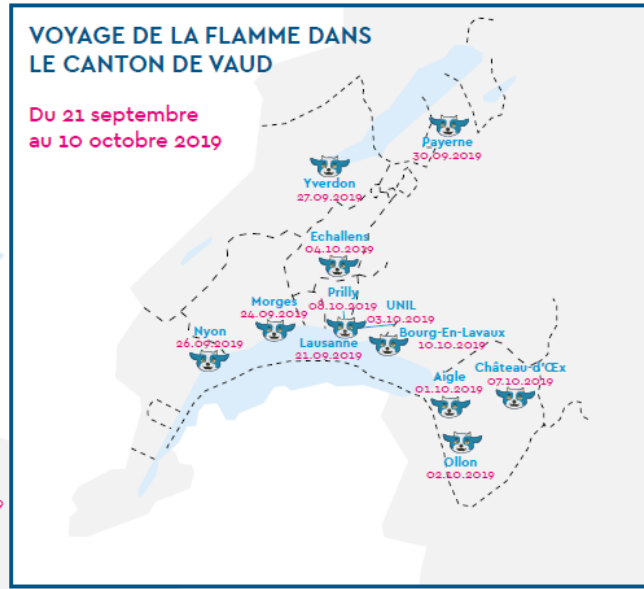
As is tradition, the Lausanne 2020 Olympic torch will be lit in Athens, Greece, on September 17. The next day, it will make its way back to Switzerland, where it will make an appearance at a Swiss Games for the first time since the Winter Olympic Games in St. Moritz in 1948. From 21 September, the torch will travel through the 26 Swiss cantons for a four-month trip that will end on the evening of the opening ceremony of Lausanne 2020, on 9 January.

Find the daily schedule on our Facebook page and our website www.lausanne2020.sport



VOYAGE DE LA FLAMME EN SUISSE

Du 13 octobre 2019
au 6 janvier 2020



torch tour



Media Interview request

At each stop along the Lausanne 2020 Torch Tour there will be a spokesperson and/or a member of our top leadership including either Ms Virginie Faivre – President of Lausanne 2020 or Mr. Ian Logan – CEO of Lausanne 2020.

For all interview requests please contact: press@lausanne2020.sport

Virginie Faivre, President of the Lausanne 2020 Organising Committee

Born in Lausanne, Virginie Faivre has a long career as a Swiss elite freestyle skier behind her. Three times FIS (International Ski Federation) world champion in half-pipe (2009, 2013 and 2015) and three times crystal globe winner in the discipline (2008, 2009, 2013). Today, Virginie is head of Suisse Romande at the Swiss Sport Foundation (*note: Swiss "Sporthilfe"*), where she closely follows the challenges of youth sport development in the country.

Virginie Faivre has been involved in the Lausanne 2020 project since its beginnings in 2013. Since January 7th 2019, she has taken over the reins of the Organising Committee, bringing to the project her extensive experience of major international winter sports competitions.



Virginie Faivre. Credit: Keystone/Jean-Christophe Bott

Factsheet

Nationalities: Swiss and French

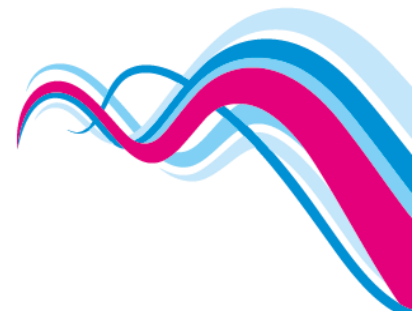
Born in Lausanne on 6 September 1982 in Lausanne, Switzerland

Professional athlete career (Freestyle skiing, 2002-2016)

- Triple FIS world champion in half-pipe skiing (2009, 2013, 2015)
- Triple winner of the FIS World Cup overall ranking in half-pipe skiing (2008, 2009, 2013)
- Swiss Olympic Team member at the Sochi 2014 Olympic Winter Games (4th place)
- Twelve podiums in the FIS World Cup, five-time European champion
- Member of the Swiss National Freestyle Ski Team for more than ten years
- Brand ambassador for sports/extra-sports equipment manufacturers: Völkl, Oakley, O'Neill, etc.
- Co-organizer and host of an international women's freestyle event - The "Nine Queens".

Other professional activities

- President of the Lausanne 2020 Organising Committee, 3rd Winter Youth Olympic Games (since 2019)
- Head of Suisse Romande for the Swiss Aide Sportive Foundation
- Swiss Television Freestyle Ski Consultant (since 2018)



Ian Logan, CEO of the Lausanne 2020 Organising Committee

Ian Logan is the CEO of the Winter Youth Olympic Games Organizing Committee Lausanne 2020 Organizing Committee, since its creation in 2013.

He started his career as a pilot at the age of 16 by flying gliders, before becoming a military pilot. While Logan is a fighter pilot, colonel and general staff officer, he is also an avid sportsman (running, biking, ski mountaineering, gym and mountain hiking).



Ian Logan Credit: Keystone

Before becoming CEO of Lausanne 2020, Logan headed several International Committees which represented the Swiss Department of Defense where he gained strong expertise in negotiation, diplomacy and leadership. Since 1991, Ian Logan has refined his extensive experience in the management of major events by successfully managing events such as "AIR'14", the largest international air show ever held on Swiss soil, which attracted more than 400,000 spectators in the summer of 2014.

Logan also acted as a consultant for various cultural and sporting organising committees including the 2015 FAI World Air Games in Dubai, the 2016 Federal Wrestling Championships and the 2019 "Fête des Vignerons", Switzerland's largest cultural gathering, taking place only every 25 years.

Ian Logan has a strong passion for sport and the Olympic Movement. He strongly believes that the Youth Olympic Games serve as a tool to inspire the youth of the world to be active, practice sport and live accordingly to the Olympic Values of Respect, Friendship and Excellence.

Born in 1965 in Pully Switzerland, he is fluent in French, German, Swiss German and English. He holds an Executive MBA in International affairs and lives near Lausanne, with his wife and five children, who all practice a lot of sport.

Social Media

How to follow the #Lausanne2020 #YouthOlympics on Social Media

Lausanne 2020 on Social Media

The Winter Youth Olympic Games Lausanne 2020 have a presence on the key social media channels and are active on Facebook, Instagram, Twitter and LinkedIn under the **@Lausanne2020** handle:

Facebook	@Lausanne2020	Flickr	@Lausanne2020
Instagram	@Lausanne2020	TikTok	@lausanne2020
Twitter	@Lausanne2020	Twitch	@Lausanne2020
LinkedIn	LinkedIn.com/company/Lausanne2020	SoundCloud	@Lausanne2020
YouTube	@Lausanne2020	Google Maps	G.page/Lausanne2020
Periscope	@Lausanne2020	Snapchat	@YOGLausanne2020

If you are active on any of the channels listed above, please do follow us.

Official Hashtags (#Lausanne2020 #YouthOlympics)

#Lausanne2020 and **#YouthOlympics** are the official hashtags of the Lausanne 2020 Youth Olympic Games.

Please use these hashtags in ALL posts from the event and please tag @Lausanne2020 and @YouthOlympics whenever you share a Story on Instagram so that we can reshare it on the Lausanne 2020 Instagram account.

There are many opportunities to share pictures on social media from the selfie corner on arrival at Geneva Airport (@GeneveAeroport) to the different venues (see the full list of Olympic Venues below).

Host Venue	Twitter	Facebook	Instagram
Lausanne (City)	@CommuneLausanne	@Villedelausanne	@Villedelausanne
Lausanne (Olympic Capital)	@Olympic_Capital	n/a	@Lausanne_Capitale_Olympique
Lausanne (Tourism)	@MyLausanne	@MyLausanne	@MyLausanne
Lausanne (Vaudoise aréna)	n/a	@vaudoisearenaofficiel	@vaudoisearena_officiel
Champéry (Palladium)	@PalladiumSuisse	@PalladiumdeChampéry	@PalladiumdeChampéry
Champéry (Dents du Midi)	@RegDentsDuMidi	@RegionDentsDuMidi	@RegionDentsDuMidi
Les Diablerets	@LesDiabletets	@Diabletets	@Diabletets
Les Diablerets 2020	@Diabletets2020	@Diabletets2020	@Diabletets2020
Les Tuffes	@LesTuffes2020	@LesTuffes2020	@LesTuffes2020
Les Tuffes (CNSMM)	@CNSNMM	n/a	@CNSNMM_insta

Leysin (Snow Park)	n/a	@LeysinPark	@LeysinPark
Leysin (Tourism)	@LeysinTourisme	@LeysinTourisme	@Leysin.Tourisme
St-Moritz (Bob Run)	@OlympiaBobRun	@OlympiaBobRun	@OlympiaBobRun
St-Moritz	@StMoritz_ch	@StMoritz	@StMoritz
Vallée de Joux (Tourism)	@MyValleedeJoux	@ValleedeJouxTourisme	@ValleedeJoux
Vallée de Joux 2020	n/a	@ValleedeJoux2020	@ValleedeJoux2020
Vaud (Région du Léman)	@RegionduLeman	@RegionduLeman	@MyVaud
Villars-Les Diablerets	@PortedesAlpes	@VillarsTourisme	@VillarsTourisme

If you are covering the Lausanne 2020 Youth Olympics you might want to add the hashtag **#Lausanne2020** on your profile on Instagram and Twitter.

Twitter

1) Twitter bio

Why not add the hashtag **#Lausanne2020** in your Twitter bio which can be 160 characters long? Suggestions:

Covering the #Lausanne2020

#YouthOlympics

Following the #Lausanne2020

#YouthOlympics



2) Twitter Name

During the Youth Olympic Games we would be very happy if you could change your Twitter name which can be up to 50 characters long.

TWITTER NAME – Covering #Lausanne2020

TWITTER NAME – Following #Lausanne2020

For an illustration check out the [@Lausanne2020](https://twitter.com/lausanne2020) Twitter profile.

3) Twitter Lists

We have created a number of Twitter lists on the [@Lausanne2020](https://twitter.com/lausanne2020) Twitter account (<https://twitter.com/lausanne2020/lists>). If you follow [@Lausanne2020](https://twitter.com/lausanne2020) on Twitter we will send you occasional updates via Direct Messages.

Instagram

Instagram is one of the main social networks for youth engagement for the Youth Olympic Games.

1) Instagram bio

Why not add the hashtag #Lausanne2020 in your Instagram bio?

Suggestions:

Covering the #Lausanne2020 #YouthOlympics

2) Instagram Tagging

Please consistently tag @Lausanne2020 in your Instagram Stories which will allow us to repost your story to our followers.



Videos

You can find a number of videos about the upcoming Lausanne 2020 Youth Olympics on our [YouTube channel](#).



Visuals

You can find rights free pictures from Lausanne2020:

- **Olympic Information Service:** <https://oisphotos.com/groupitem/8453/>
- **Lausanne 2020 Flickr:** <https://www.flickr.com/photos/lausanne2020/albums>

Animated Gifs

We have created 31 animated gifs for each discipline which you can find on Giphy (<https://giphy.com/search/Lausanne2020-stickers>) as well as on Instagram, TikTok, Twitter and Snapchat if you search for **Lausanne 2020**.

Feel free to use these animated pictograms widely in your social media posts.

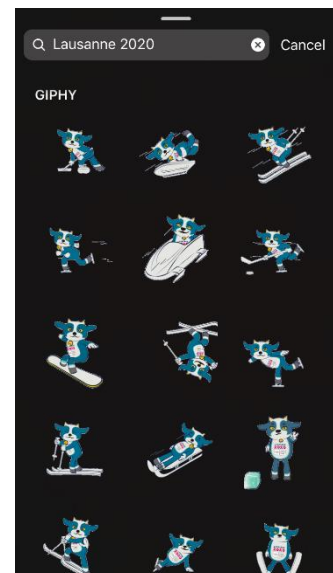
For the Lausanne 2020 Torch Tour we will also have a series of special filters with the flame and the animated pictograms.

Emojis

Emojis bring emotions to your posts and are searchable on Instagram and Twitter. The Olympic Rings are not an emoji but most of the disciplines are:

🏍️ 🏂 🏊 🏈 🏏 🏐 🏑. You might also want to use the three medals 🏅 🏆 🏇 which scream Olympic. Consider adding these to your Instagram and Twitter bios. Here is a list of all available emojis:

<https://emojipedia.org>.



Facebook

Facebook Events

We have created a Facebook Event for the Youth Olympic Games on the Lausanne 2020 page:
<https://facebook.com/events/682256998885329/>

Please indicate whether you will be going and invite your friends to do the same.

We have also created specific Facebook events with the competition schedule for each discipline.

Alpine Skiing	Les Diablerets	https://facebook.com/events/380892642589999/
Freestyle Skiing & Snowboard (Cross)	Villars	https://facebook.com/events/732468017185232/
Ski Mountaineering	Villars	https://facebook.com/events/582255042309147/
Freeski & Snowboard (Slopestyle, Big Air, Halfpipe)	Leysin	https://facebook.com/events/499577960856300/
Cross-Country Skiing	Vallee de Joux	https://facebook.com/events/2655994731125442/
Ski Jumping	Les Tuffes	https://facebook.com/events/2509369509120463/
Nordic Combined	Les Tuffes	https://facebook.com/events/438104166799122/
Biathlon	Les Tuffes	https://facebook.com/events/915854122118725/
Ice Hockey	Vaudoise Arena	https://facebook.com/events/392123544831649/
Figure Skating	Malley 2.0	https://facebook.com/events/2170073426632604/
Short Track Speed Skating	Malley 2.0	https://facebook.com/events/733686647051681/
Speed Skating	St Moritz	https://facebook.com/events/496310650936567/
Luge	St Moritz	https://facebook.com/events/2398658790422101/
Monobob	St Moritz	https://facebook.com/events/702019853649985/
Skeleton	St Moritz	https://facebook.com/events/2349134578674148/
Curling	Champéry	https://facebook.com/events/368407184099469/

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