

Press Release

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**Global Sports Week Paris crosses continents with
Los Angeles event at the LA84 Foundation**



**GSW @LA event to take place at the LA84 Foundation building in Los Angeles during GSWParis 2022 on May 11 2022
(Image: The LA84 Foundation Building)**

A one-day GSW @ LA event, presented by 17 Sport and the LA84 Foundation, will form part of this year's Global Sports Week Paris.

The high-level, invitation-only gathering will take place at the Foundation's headquarters on Wednesday May 11, screened live to delegates at the Accor Arena in Paris and online around the world.

Supported by the French government, the initiative seeks to create and strengthen connections between the host cities of the next two Olympic and

Paralympic Games, which together will set the agenda for world sport over the coming years.

Global Sports Week will run from May 9-13 2022 with more than 2,000 delegates expected in Paris. Now in its third edition, the international forum is held annually under the high patronage of Mr Emmanuel Macron, President of the French Republic. The event brings together leaders, change-makers and young people from a broad spectrum of backgrounds to shape a new future for sport between business and society.

Previous participants in Global Sports Week have included Angelenos Kathy Carter (LA 2028), Olympic swimming legends Janette Evans and Matt Biondi, Julie Uhrman (Angel City FC), Derek Fisher (LA Sparks) and Larry Freedman (LAFC) alongside leading international figures from government and industry.

The GSW @ LA concept builds on last year's hybrid Global Sports Week, which connected a mix of in-person and virtual events in six global cities, all centred on a main event broadcast from the heart of the Eiffel Tower.

Lucien Boyer, Founder of Global Sports Week said: *"There are no two cities more important to the future of sport than Paris and Los Angeles. In this transformative and defining period, it is very exciting to be able to tap into the most creative and forward-thinking minds from America's capital of sports and entertainment, as we look to bring the world of sport back together in an innovative and responsible way at Global Sports Week 2022. I want to thank our partners at 17 Sport and the LA84 Foundation for their support in making this possible. Our guests in Los Angeles can expect fresh thinking combined with some French 'art de vivre.'"*

Neill Duffy, CEO and Founder 17 Sport said: *"17 Sport is delighted to be the Presenting Partner of the Global Sports Week @ LA alongside the LA84 Foundation. This year's theme of "Better vs Bigger" talks to our shared commitment to transform the business of sport into a force for good with LA a shining example that it is possible for sport to do good while doing well."*

Renata Simril, President & CEO of the LA84 Foundation said: *"The LA84 Foundation looks forward to being the host in Los Angeles during Global Sports Week for this international event that aims to accelerate the positive impact that sports can have on society."*

"We appreciate this opportunity to help advance the unique capacity sports have to improve our health, stretch our imaginations, build solidarity in communities and be a catalyst for change."

Global Sports Week and GSW @ LA are organised in partnership with the French government. The support forms part of 'French Sport Touch' - an international relations programme connected to upcoming major events including the Rugby World Cup France 2023 and the Olympic and Paralympic Games Paris 2024.

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Photo-video assets

A selection of visuals is attached for editorial use.

A further selection of high-resolution images from previous editions of GSWParis is available via the following link:
<https://drive.google.com/drive/folders/1yckgaK0LVoW9CM7mkbBI8nNTpUIWgKNk>

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About Global Sports Week Paris

Global Sports Week Paris is an annual international forum that brings together leaders and disruptors from sport, business, culture, media, government and society. Its goal is to accelerate the development of sport as an innovative, sustainable and positive force at the heart of global society.

In 2022, GSWParis will return from May 9th - 13th with a central gathering at the iconic Accor Arena in Paris, supported by additional digital and overseas events.

Global Sports Week is organised under the high patronage of Mr Emmanuel Macron, President of the French Republic, with the support of numerous private and public partners. The event was first staged in February 2020 at the Carrousel du Louvre in Paris.

More information: www.gsw.world | #GSWParis #GSWFactory

About 17 Sport

17 Sport is an impact company operating at the intersection of sports, business and purpose. We provide strategy, partnership, implementation, and measurement services to transformational leaders in sport and business committed to forging a better tomorrow for people and the planet.

About the LA84 Foundation

The LA84 Foundation is a nationally recognized leader in support of youth sport and public education about the role of sports in positive youth development. For more than 35 years, the LA84 Foundation has supported thousands of youth sports organizations in Southern California through grant making, funding facilities and fields of play, while training coaches, commissioning research, convening conferences and serving as a national thought leader on issues in youth sports. The LA84 Foundation levels the playing field to ensure all youth have access and opportunity, regardless of income, gender or ability, while elevating youth sports as an integral pathway to lifelong well-being. For more information, visit <https://la84.org/> and follow @LA84Foundation on Twitter and Instagram.