



Chronopost International is a winner at the Sporsora Sports Marketing Awards

Paris, 9 February 2005- On 8 February Chronopost International and the two French Federations of Athletics and Handisport won the Silver Trophy of SPORSORA Sports Marketing in the category of "best partner relationship between a business company and a sports organisation".

Some 2,500 professionals attended the awards ceremony at the Théâtre Marigny, for the second staging of the SPORSORA Trophy Awards which reward the 5 categories of sports marketing campaigns that are the most complete, transversal and innovative.

On 25 January 2005 at Les Echos a jury made up of top sportsmen and women, sports professionals, sports marketing and media professionals auditioned each candidate and voted Chronopost International and Handisport Athletics among the 6 nominees for the category "best partner relationship between a business company and a sports organisation". Chronopost International and Handisport Athletics thus received the silver medal of the 2005 Sporsora Trophy Award in their category.

Chronopost International's commitment to Handisport Athletics rests on the human values that the company shares with the French Handisport Federation and the French Athletics Federation. This partnership fulfils a common objective: to develop handisport athletics by integrating handisport races in the national athletics meetings while offering a General Public visibility.

In 2003 Chronopost International thus created the Chronopost International Handisport Challenge, a circuit of 10 Handisport events in the national meetings of Athletics and French Championship Elite Athletics. This challenge offers handisport athletes the opportunity of additional practice in competitive conditions to enable them to strengthen their preparation. In 2004, among the 39 handisport athletes who took part in the Chronopost International Handisport Challenge, 14 won at least one medal in the Paralympic Games in Athens.

In 2004, Chronopost International also sponsored four handisport athletes, all Paralympic Medal winners, who make up the Chronopost International Handisport Athletics Team: Assia El Hannouni (4 gold medals), Joël Jeannot (1 gold medal, 1 silver medal), Dominique André (1 silver medal, 1 bronze medal) and Aladji Ba (1 bronze medal).

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