



Press release – Paris, July 26, 2023

Danone unveils its team of athletes in a video that tells their stories and highlights their determination to be champions throughout their lives.



Eight champions embody Danone's values for the Olympic and Paralympic Games Paris 2024

[Media kit to download here](#): press release, athlete biographies and photos (photo credit: Danone), film fact sheet, video film

[Video film: Youtube](#)

A few weeks ago, Danone announced its partnership with Paris 2024 Olympic and Paralympics Games a unique opportunity for the company to highlight the importance of eating a healthy diet and regularly exercising at all ages.

Because Danone believes in the importance of sports and a balanced diet with dairy and plant-based products for good health throughout life, it has formed a team of athlete ambassadors to carry its message of healthier lifestyles, good exercise practices, and responsible eating. It's one more way to promote and improve health through food and exercise for as many people as possible.

*For more information, please contact:
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That's why Danone is unveiling its team of champions exactly one year before Paris 2024, in a captivating video with the retro charm of a vintage film. The narrative is almost cinematic, delving into the childhood of each athlete with striking realism. As this journey through time makes clear, they have always set a high bar. Each look back is paired with a sequence that connects us to the symbolic date of July 26, 2023—exactly one year before Paris 2024—where we find them more determined than ever to reach the top of the podium.

Danone's team of athletes consists of 8 champions: **JACKSON RICHARDSON, MELVYN RICHARDSON, SOFYANE MEHIAOUI, CLARISSE AGBÉGNÉNOU, PAULINE FERRAND-PRÉVOT, TYPHAINE SOLDÉ, SASHA ZHOYA and SANDRINE MARTINET- AURIÈRES.**

"This team of athletes shares our vision for the Olympic and Paralympic Games Paris 2024—the Games for a changing society. Hearing athletes talk about the importance of regular exercise and a healthier, more responsible diet makes this message even more impactful.

Together, we'll create a sustainable, responsible diet and a healthier lifestyle, with exercise as the primary motivation," said **Véronique Penchienati-Bosetta, Group Deputy CEO at Danone.**

A TEAM OF ATHLETES THAT SHARES DANONE'S VALUES

Danone carefully chose each of the eight athletes, whose life stories and athletic careers resonate with its corporate values.

Intergenerational transmission is represented by **Jackson Richardson**, a handball icon from the Barjots era, and his son Melvyn, who plays on the French national team and has already won an Olympic gold medal with his team members.

Typhaine Soldé, a young Paralympian, embodies *pushing past our limits*. Her positive outlook and healthy lifestyle helped her bounce back from adversity and compete in her first Paralympic Games in 2021, at age 20.

Sasha Zhoya, a rising track and field star, is becoming an inspiration to young people, promoting health through exercise and good nutrition to power *performance*.

Sofyane Mehiaoui, the point guard on the French national wheelchair basketball team, is passionately committed to using his sport to *bring young people into society and the workplace*, especially those with disabilities.

Clarisse Agbégénéno is much more than a world-famous champion of women's judo. She's also a young mother, a flexitarian, and a committed activist on *major social issues* including gender equality, mothers' rights, education, and physical and mental well-being.



Pauline Ferrand-Prévot stresses the importance of a healthy diet in fueling sports performance. With countless world championships to her credit, it's an area she knows well.

And **Sandrine Martinet-Aurières** is an icon of longevity in sports. Paris 2024 will be her sixth Paralympic Games—a fresh opportunity to expand the list of her achievements.

All eight athletes are also working with Danone's research and innovation experts to create recipes tailored to the needs and wants of elite athletes. These partnerships reflect Danone's deep commitment to its mission, in line with the values of Paris 2024: supporting champions today and tomorrow, at every stage in life.

A FULL CALENDAR OF EVENTS LEADING UP TO THE OLYMPIC AND PARALYMPIC GAMES PARIS 2024

Danone has planned a full calendar of public events for the year leading up the Olympic and Paralympic Games, including the launch of a publicity campaign in early September 2023. The rest will be a surprise! Danone invites the public to stay tuned for more news, to be revealed throughout an exciting year of sports.

MEET DANONE'S ATHLETES TEAM

About Danone

Danone is a leading global food and beverage company operating in three health-focused, fast-growing and on-trend categories: Essential Dairy & Plant-Based products, Waters and Specialized Nutrition. With a long-standing mission of bringing health through food to as many people as possible, Danone aims to inspire healthier and more sustainable eating and drinking practices while committing to achieve measurable nutritional, social, societal and environment impact. Danone has defined its Renew strategy to restore growth, competitiveness, and value creation for the long-term. With 100,000 employees, and products sold in over 120 markets, Danone generated €27.7 billion in sales in 2022. Danone's portfolio includes leading international brands (Actimel, Activia, Alpro, Aptamil, Danette, Danio, Danonino, evian, Nutricia, Nutrilon, Volvic, among others) as well as strong local and regional brands (including Aqua, Blédina, Bonafont, Cow & Gate, Mizone, Oikos and Silk). Listed on Euronext Paris and present on the OTCQX market via an ADR (American Depositary Receipt) program, Danone is a component stock of leading sustainability indexes including the ones managed by Moody's and Sustainalytics, as well as the Ethibel Sustainability Index, the MSCI ESG Indexes, the FTSE4Good Index Series, Bloomberg Gender Equality Index, and the Access to Nutrition Index. Danone's ambition is to be B-Corp certified at global level in 2025.

About Paris 2024

The mission of the Olympic and Paralympic Games Paris 2024 Organising Committee, in accordance with the host city contract signed between the International Olympic Committee (IOC), the Comité National Olympique et Sportif Français (CNOSF – French National Olympic and Sporting Committee) and the Ville de Paris municipal authorities, is to plan, organise, fund and deliver the Olympic and Paralympic Games Paris 2024.

The Olympic and Paralympic Games are the greatest sporting event in the world, with unparalleled media impact. They bring together 10,500 Olympic athletes and 4,350 Paralympic athletes, respectively from 206 and 182 delegations, across five continents. They are watched by over 13 million spectators and 4 billion television viewers across the world, across a total of over 100,000 hours of TV broadcasting. They are without equal in sporting, economic and cultural events throughout the world, and this power helps to further their impact.

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Set up in January 2018, Paris 2024 is headed by Tony Estanguet, three-time Olympic champion. It is run by a Board of Directors, on which sit all the founding members of the project: the CNOSF, Ville de Paris, the French Government, the Île-de-France regional authority, the CPSF, the Métropole du Grand Paris, the Conseil départemental de Seine Saint-Denis, representatives of the local authorities involved in the Games, civil society and corporate partners.