



PRESS RELEASE

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INTERSPORT and the Olympic Games Our favorite season with a Global Dimension

This is gold!

Olympic Games are one of the largest sporting events worldwide, bringing together athletes and spectators from every corner of the earth. It is a true celebration of sports, showcasing the athletic categories and efforts of great athletes.

In this exceptional moment, INTERSPORT has managed to identify itself with sports on a global level. With a global and local presence, INTERSPORT has been offering countless categories of sports goods for 24 years now. This period reminds us – what we stand for every day – that there is beauty in every moment of sport and in all sports.

These days, as we enjoy athletes giving their best at the Olympic Games, we breathe with them in the heart of sports. We are here to support everyone in their effort to win “gold” in everyday life through any sport or activity they participate in.

Make it **your** game!

With the support and presence of INTERSPORT, the Olympic Games have gained a new dimension, reinforcing the message that every athlete, at every level, can reach the top.

For this reason, we have prepared the following video:

VIDEO: https://www.youtube.com/watch?v=ympPCadmcnQ&ab_channel=INTERSPORTGreece

“If everyone is chasing gold,
the greatest distinction is found outside... of every track!
When you start early, before the sun even rises...
To reach higher, to new tracks, showing that you still... got it!

...or just making another shot!
This means gold.”

You can find the right equipment for every sport at INTERSPORT, as well as many sport style options from top brands, in 61 stores across Greece, at intersport.gr, and on the INTERSPORT App for Android and iOS devices.