

**MEDIA RELEASE
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**GAMES LAUNCH NEW IDENTITY!
COMMONWEALTH YOUTH GAMES KICK OFF
1 YEAR TO GO CELEBRATIONS WITH NEW LOGO**

This Saturday marks one year to the opening of the Bendigo 2004 Commonwealth Youth Games and the occasion is being marked by the launch of the new Games logo.

Commonwealth Youth Games Director Michelle Pryde said the Games logo represents a number of symbolic elements, a figure representing Youth, Energy and Aspiration, a gold reef which is symbolic of the City Of Greater Bendigo and the Commonwealth Games Federation Bar which combines the key values of the Commonwealth Games, Humanity, Equality and Destiny.

“These values will be carried over into all aspects of the 2004 Commonwealth Youth Games, culminating in the celebration of the Games on the 29 November 2004.”

“In just 365 days Bendigo will be host to over 1000 athletes and officials from 21 Commonwealth nations.”

“This is an exciting time, the organisation of the Games is progressing well and our new identity will ensure we are recognised throughout Bendigo, Australia and indeed many Commonwealth nations”

“We are pleased to announce that the logo was developed by local company, Sasi Marketing,” said Michelle.

She said it is the support of local businesses in activities of this type that increases community involvement in the Games as a whole.

Coinciding with the launch of the new logo is the one year to go celebrations and the 2004 Commonwealth Youth Games have teamed up with ParticipAction Day to provide an information stand where local residents can view the new logo and learn more about the Games.

Michelle Pryde said the new logo would soon be displayed on all the entry signs into the City of Greater Bendigo.

1000 ATHLETES
10 SPORTS
3 DAYS

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