

GAMES LAUNCH NEW IDENTITY!
Commonwealth Youth Games kick off 1 YEAR TO GO celebrations with new logo

Saturday marks one year to the opening of the Bendigo 2004 Commonwealth Youth Games. This occasion sees the office of Commonwealth Youth Games reveal their Games identity.

The Games logo represents a number of symbolic elements, the figure representing Youth, Energy and Aspiration, while carrying the gold reef symbol of the City Of Greater Bendigo. The Commonwealth Games Federation Bar at the bottom of the logo combines the key values of the Commonwealth Games, Humanity, Equality, Destiny.

These Games 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” said Director of the Commonwealth Youth Games, Michelle Pryde.

“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” Michelle states, “it is the support of local businesses in activities of this type which increases community involvement in the Games as a whole”

Coinciding with the launch of the visual identity for the Games are our one year to go celebrations, the 2004 Commonwealth Youth Games have teamed up with ParticipAction Day to provide an information stand. We encourage all local residents to visit the stand, see our new logo for themselves and learn about the Games.

The logo will also soon be displayed on all the entry signs into the City Of Greater Bendigo.

1000 ATHLETES
10 SPORTS
3 DAYS

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