

Beat: Lifestyle

## **CHAMPS-ELYSEES illuminations sponsored by TEDDY RINER (Judoka World Champion)**

**Due on November 21, 2016**

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**USPA NEWS** - Teddy RINER, sponsor of the illuminations, will switch on the Christmas Lights of the Champs-Élysées on November 21, 2016. The site now occupied by the Champs-Élysées was originally nothing more than an expanse of marshy and uninhabited land...

Teddy RINER, sponsor of the illuminations, will switch on the Christmas Lights of the Champs-Élysées on November 21, 2016. The site now occupied by the Champs-Élysées was originally nothing more than an expanse of marshy and uninhabited land. Then Marie de Médicis decided to have a long alley created, extending from the Palais des Tuileries along the Seine, lined with elm and linden trees: the Cours la Reine, modeled on the promenade of Florence's Cascine Park, was opened in 1615.

Around 1670, André Le Nôtre, landscape architect to Louis XIV, was given the task of further developing the area. He designed a splendid avenue, running in a line from the central pavilion of the Palais des Tuileries, from what is now Place de la Concorde to the present Rond-Point des Champs-Élysées-Marcel-Dassault roundabout, in the direction of what was then known as the montagne du Roule (the eminence on which the Place de l'Étoile now stands) lined by plots of land planted with alleys of elms and green lawns.

To distinguish it from the Cours la Reine, the new alley was initially known as the Grand-Cours, and later the Grande Allée du Roule, the Avenue de la Grille Royale (1678), the Avenue du Palais des Tuileries (1680). The first coinage of the name it now bears, 'Champs-Élysées', appeared in 1694, but the name was not formally adopted until 1709, as mentioned in the royal accounts.

The name was borrowed from classical mythology, the Elysian Fields being the ancient Greeks' equivalent of paradise, probably to point the contrast with the avenue's marshy origins.

Teddy RINER is a French Judoka. He has won eight World Championships gold medals, the first and only judoka (male or female) to do so, and two Olympic gold medals. He has also won five gold medals at the European Championships.

He is succeeding to : Jean Dujardin (2015), Omar Sy (2014), Laetitia Casta (2013), Diane Kruger (2012), Mélanie Laurent (2011), Audrey Tautou (2010), Charlotte Gainsbourg (2009), Marion Cotillard (2008), Vanessa Paradis (2007).

The following speakers explained their part in the Event at the Maison de l'Alsace :

- Jean-Noël REINHARDT : President of Champs-Élysées Comité
- Christine ALLAIN-LAURAY : Blachère Illumination (Partner)
- Matthieu JEANNINGROS : Association Petits Princes
- Olivia POLSKI : Deputy at City Hall of Paris - In charge of Commerce, Craft, Independent Professions
- Aileen WENHUA YOU : Sales Director Europe China Eastern Airlines (Partner)

In 1980, the Comité Champs-Élysées made headlines when it inaugurated the first Christmas lights on the avenue. Ever since, the Comité has set itself the task of organizing or sponsoring a multitude of events on the avenue, designed to enhance the image of the Champs-Élysées.

The Champs-Élysées will be highlighted between November 21, 2016 up to January 08, 2017 included. Everyday from 5.00 pm to 2.00 am. And all night December 24, 2016 and December 31. The partners are for this year : China Eastern Airlines, Petitsprinces Association, WiFi Champs-Élysées par JC Decaux, City Hall of Paris...

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