

May 15, 2020

EXTERNAL COMMUNICATION - DECATHLON UNITED #4

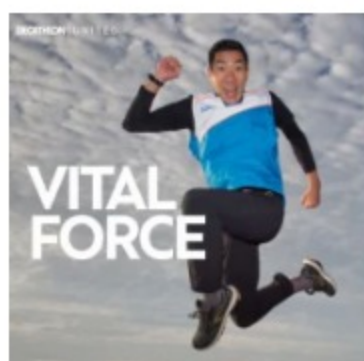
# ONEBLUEWEEK

IN SPORT WE TRUST!

oneblueteam  
DECATHLON UNITED



## One Blue Press File



### Sport is a Vital Force in times of deconfinement!

NEW! Our brand new Press file - available in 8 languages - explains why it is essential to find the right rhythm before practising sport or outdoor activities again. This document offers many medical advices as well as a special focus on some of our Signed Sports (Kipsta, Newfeel, Van Rysel, Kalenji...).

[Discover](#)

## One Blue Figure

### 11 Decathlon City stores reopened in Spain this week!

In Spain, we now have 24 Decathlon city opened (13 have reopened last week on top of the 11 this week). And 76 stores have reopened only for Click and Collect. Our Customers and Teammates are smiling behind their masks!



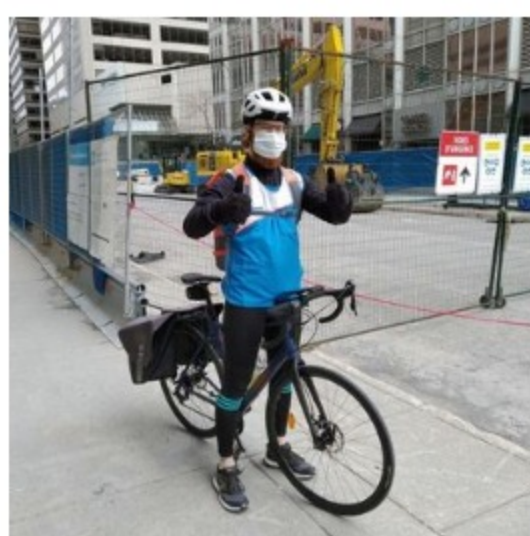
## Our Blue Key Facts



### A sport kiosk in Kenya!

"To be simple, for everyone and everywhere" said Mickael, Decathlon Kenya leader.

"We want #decathlonnairobi to be the 'Mpesa of sport' : to be simple, for everyone and everywhere. Last week we opened a sport kiosk in Kibera"



### Home bike delivery in Montreal!

At Decathlon Eaton, our Teammates are delivering products to our customers right at their doorsteps, in Downtown Montreal and its surroundings. Fast and green! Easy and practical.

[Read also](#)

## One Blue Social Media

### Tweet of the week

Teammates from Decathlon Martinique and their clapping for the re-opening of the store! See the [video](#): 🙌



Plus d'excuses pour ne pas reprendre le sport... #Decathlon #11mai #Martinique



108 vues

### Instagram of the week

New in Brazil: cycling to work with Btwin equipment! 🚲



## One Blue Press Report



### We are making headlines again in India: "Fitness Brands tread the panic mills"

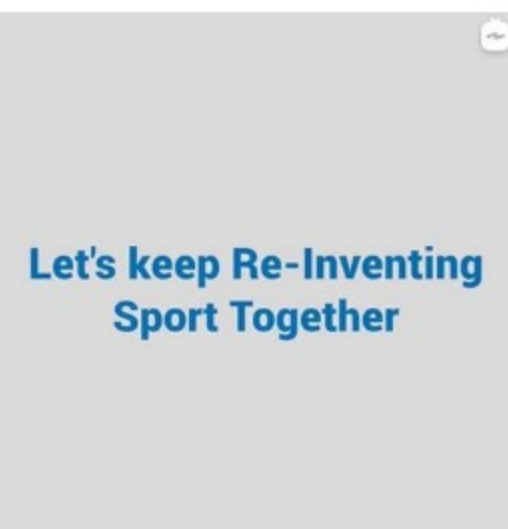
"Under lockdown, the retail brands website is a virtual storefront for yoga classes exercise and a community-building space for people. It launched #playitsafe campaign..."

[Read](#)



FROM GAP, FRANCE

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[Our previous NewsLetters are here](#)

[More](#) 🙌

Got any questions, suggestions, [Ideas and comments](#) ?

Feel free to send us any news or items (via [annelaure.pavy@decathlon.com](mailto:annelaure.pavy@decathlon.com)) we could feature.

We look forward to sending you our next **One Blue Week #4** Friday 22 May.

General contact for Decathlon United Press Relations:  
[annelaure.pavy@decathlon.com](mailto:annelaure.pavy@decathlon.com)

Xavier RIVOIRE and Anne-Laure PAVY  
Communication Leading Team - [Decathlon United](#)

Decathlon United  
ONEBLUETEAM  
[annelaure.pavy@decathlon.com](mailto:annelaure.pavy@decathlon.com)



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