Beat: Travel

EUROPEAN MASTERS GAMES TO REBOOST TOURISM IN NICE

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USPA NEWS - NICE was chosen in 2011 by the International Masters Games Association (IMGA) to organize and host the European Masters Games in 2015. Second biggest city of the French Littoral, enjoying outstanding weather, capital of the French Riviera...

The International Masters Games Association (IMGA) is a non-profit Association based in Lausanne, Switzerland. It was constituted in 1995 to be the body of Masters Sport Worldwide and to promote lifelong competition, friendship and understanding between mature sports people.

The Association claims to want to fulfill a specific phylosophy :
- Promoting and encouraging mature athletes from all over the world to practice sports regularly and to participate in Masters Games
- Organising international multi-sports events for mature sports men and women
- Promoting friendship and understanding among mature sports people, regardless of age, gender, race, religion, or sport status.

So, in 2015, this sporting event will be organised in Nice by the City Hall with the support of French Sport Federations.

The following disciplines are proposed : archery, athletics (track & road), badminton, basketball, beach volleyball, canoe-kayak (ocean racing), competitive dance, cycling (road & criterium), fencing, football, handball, judo, karate, orienteering, petanque (demonstration event), rugby, sailing, sea rowing, sofball, squash, swimming, table tennis, taekwondo, tennis, touch rugby, weightlifting & wrestling. Disability disciplines in athletics & tennis.

Participants usually spend three to four days competing and stay for an average two weeks in the Games host city. For the rest of the time, these thousands of competitors become regular visitors, who do enjoy their stay to explore the city and the region. They often come with company : 10,000 participants mean 15,000 visitors overall.

According to the city representatives, this event fits perfectly the ambition of Nice which is very committed to sport and senior citizens (100,000 seniors live in Nice). So, all quarters of Nice are equipped with quality facilities, which comply with the requirements and enable to stage competition all over the city. A total of 40 sport venues will host all the competitions.

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