

News: Tokyo Olympics Soon to Begin

Thursday, 22 July 2021

Famous for the torch of fire. Legend holds that the flame burns since the very first Games. A symbol of life and spirit. The fire never goes out, in brilliant play.

Photo Credit: The Week

A momentous sum of money accumulated by sponsors for the Tokyo Olympics, which just happens to be the most heavily sponsored sporting event in history- 3.3 billion euros.

The Tokyo Summer Olympic Games begin July 23, thousands of competitors will be travelling to Japan for a chance to win their medals for country and hard -earned merit.

It's Important

Japan will be determined to become a symbol of hope after the shortcomings of the pandemic. Sport, healthy competition, a worldwide audience, and a new start against odds. Tokyo Governor Yuriko Koike visions the Games as highly balanced. Every aspect matters, down to the minute details, much like a smoothly run vehicle.

The Olympic Marketing

Now that a measure audience attends, the scope of marketing displayed there has toned down, mustering need for professionals to realise the silver saying that often, usually, less can be more than effective. It will be gripping for the mere watchers, let alone the marketers, sponsors and audiences who are looking to win a hand after being delayed for so long.

The Athletes

This is their chance to show what they work for. We all do this in our lives, this for them will be huge. Standing to the world displaying courage, stamina, intelligence and perseverance. These are the skills besides agility, speed and strength which builds an athlete. Mind and body balanced out.

Hope

Let's watch these Games commence in the sportsmanship often forgotten, becoming part of something special when we support and cheer for our athletes this warm July amidst 2021.



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New BMW X5 xDrive50e Plug-In Hybrid Revealed

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Can I Drive An Electric Van With a Normal UK Driving Licence?

Lots of new larger electric vans offer a 4250kg (or 4.25 tonnes) gross vehicle weight (GVW). This is to increase the payload of the van due to the weight of the electric battery.

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