







The Biggest athletics event in the history of Belgrade

The European Indoor Championship will be the biggest athletics event held in Belgrade since the SPAR European cross-country race.

The European Athletics Indoor Championships history

The first European Athletics indoor Championships was held in 1970 in Vienna. Before that, the European IAAF committee had organized four European Championships from 1966-1969, known as the 'European Indoor games'. Those competitions do not count toward the total championships number. The Championships was

held annually until 1990, after which it became a biennial event. Prague was the city chosen to host the last year's Championships.

Belgrade calling

The European Indoor Championships represents the biggest challenge yet, as far as athletics is concerned. Thanks to our athletes' success over the past few years, the 'Queen of sports' has returned to Serbia in all its glory, and top athletes like Ivana Spanovic, Asmir Kolasinac, Emir Bekric among all others have become role models for Serbian youth. This is why The Athletic Association of Serbia is fully committed to organizing such a large-scale event and successfully overcoming all obstacles outside of the track.

The Championships will take place at the Kombank Arena, the largest, most modern and multi-purpose arena designed for sports, cultural and entertainment events, fairs and other manifestations. It is an extremely comfortable venue equipped with state-of-the-art technology and featuring all types of facilities for spectators and visitors. The Kombank Arena welcomes

between 600,000 and 8,000 visitors each year. The multi-purpose venue will provide seating for 10,000 visitors during The European Athletics Indoor Championships, while the newly built outdoor track will create excellent training conditions for athletes.

To deliver a spectacular athletics event, it is essential that Belgrade showcases its greatest qualities – open spirit, good vibes and traditional hospitality.

The European Athletics Indoor Championships Logo

The championships logo was inspired by the look and form of the running track. This is how a unique and typographic solution that conveys the city's open spirit was born. Each element of the logo was created individually, resulting in a simple, recognizable and stylish form. Identical shapes were used for different letters to enhance connectivity and symmetry without affecting the affinity of tones and graphic playfulness that particularly stands out in animation.

Lioness Bela - The Championships' mascot

Students from more than 30 high schools and universities in Serbia took part in the competition to pick a mascot which will represent 2017 European Athletics Indoor Championships. After a month long quest, the winning mascot was chosen – a lioness named Bella, designed by Sladjana Ljubic, an Art High School student from Kraljevo.



Bela will represent an animal queen with athletics representing the Queen of sports.

Belgrade Zoo was among the first in Europe to house white lions which are synonymous with speed and power, just like athletics.

Promoting 2017 European Athletics Indoor Championships at Terazije Square

Whilst awaiting The European Athletics Indoor Championships to kick off in the Kombank Arena next year, the people of Belgrade have witnessed a true athletics spectacle on Sunday, September 11th. During the course of the day, the young had the chance to participate in long jumping, distance jumping, sprint running and hurdling competitions. Our best shot putter, Asmir Kolasinac, as well as Tamara Salaski, Vladimir Savanovic and Strahinja Jovancevic attended the event.

The best female athlete in Serbia, Ivana Spanovic, finished this competition season with a fantastic result at a street competition held at Belgrade's Terazije Square. She 'jumped over' Terazije and set the new personal best and national record with a 7.10 m leap.

"This was one of the best competitions in my career. Thank you all for coming to support me in such a large number. You motivate me to pursue further success. This competition has crowned my best season so far, and I am now beginning the preparations for The European Athletics Indoor Championships to be held in Belgrade next year," said the Serbian champion.

'At the court of the Queen of sports'

Our website slogan - 'At the court of the Queen of sports', translates: come join us from 3-5 March at the Kombank arena. Belgrade will make sure that the "Queen of sports" gets the royal treatment'.

Considering that athletics is not amongst the most popular sports in Serbia, we will need an effective marketing plan to ensure adequate event coverage and promotion. To achieve this, we highly rely on our athletes. Their achievements not only make us proud, but also put Serbia on the world map.



Follow us on social media

You can find the latest news, photos and information on the upcoming European Athletics Indoor Championships, held from 3-5 March at the Kombank Arena on our website: www.belgrade2017.org
Facebook page: **belgrade2017**
Twitter account: **EP atletika 2017**

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**EUROPEAN ATHLETICS
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