

Press release - January 5, 2021

Journalism / Press / Women Sports Africa Partnership / Decathlon United

The beautiful stories of Women's Sport by *Women Sports Africa* and Decathlon United



Yasma Desreumaux had a dream. To participate in the development of sport - her lifelong passion - in her native Algeria. Since 2017, her dream has been a reality. Yasma opened the first Algerian Decathlon shop and leads the Algerian teams of the sports brand. Under his impetus, surrounded by hundreds of locally recruited teammates, two Decathlon shops have been opened, as well as a production site for sports products.

Discover the portrait of this committed, inspiring, voluntary woman. A sportswoman who works daily to promote physical activity, going hand in hand with parity and sustainability.

A true, current story that also prefigures the sport of tomorrow.

Read Yasma's story

Please find attached and discover it in our magazine



africa.womensports.fr

Decathlon United - 100,000 employees making sport accessible on five continents - is committed to *Women Sports Africa* as a Top Partner for three years, from 2021 to 2024. Objectives: to showcase all the inspiring women on the African continent, to contribute to the spread of sport and its benefits in Africa and around the world.

This partnership is part of the meaningful alliances that Decathlon is forging with leading sports actors, including *Women Sports Africa* in the field of journalism and reporting.

« We, Decathlonians, whose mission is to make sport accessible to the greatest number of people, are very happy to contribute to the development of *Women Sports Africa* with a high quality press group, which is aimed at everyone. The values of equity, sharing, tolerance and well-being through physical activity carried by the magazine and its digital versions are, in all respects, ours. »



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Thanks to its committed partners, *Women Sports Africa* is distributed free of charge online and in print throughout the African continent and particularly in the following 26 countries: Algeria, Benin, Burkina Faso, Burundi, Cameroon, Central African Republic, Chad, Comoros, Congo RC, Congo RDC, Côte d'Ivoire, Djibouti, Gabon, Guinea, Equatorial Guinea, Madagascar, Mali, Morocco, Mauritius, Mauritania, Niger, Rwanda, Senegal, Seychelles, Togo and Tunisia.

Naïma El Guermah, Publishing Director of *Women Sports Africa* : « *Women Sports Africa* is the reference media for women through and with sport. We are proud and very happy to welcome Decathlon United as Top Partner to accelerate our distribution and sharing of the most beautiful stories of Women's Sports in Africa ! »

Press Contacts Decathlon : remi.foucart@decathlon.com / aliciane.roquebert@decathlon.com

Partnership Contacts *Women Sports Africa* : blalande@womensports.fr / nelguermah@womensports.fr