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Billiards 2024 Campaign Unifies Cuesports for Olympic Bid

Paris, December 1st, 2018 from the 1st floor of the Eifel Tower, the WCBS (World Confederation of Billiard Sports) officially launched its ambitious campaign to gain acceptance for billiard sports to feature as an additional sport at the Paris 2024 Olympic Games.



Leaders of the governing bodies from all types of cuesports and representatives of leading companies of the billiard industry who decided to support this project came together in front of the world's media with a common goal, to gain acceptance and Olympic recognition for billiard sports at the Paris 2024 Olympic Games.

An amazed crowd watched Florian Kohler, the French trick shot master perform a highly impressive show on a stunning branded "Billiards 2024" table.

World Champions from Snooker, pool and 3-Cushion along with many industry leaders watched the incredible technical trick shot demonstration.

In total 135 global billiards federations were represented by the WCBS and with hundreds of millions of players enjoying billiard sports around the globe billiard sports would be a very popular addition to the 2024 games.

On March 11th 2019, a trial of an innovative new format of team billiards will be held near Paris. The same number of women's and men's teams will compete on 3-cushion, 9-ball and snooker tables for the world's first "World Team Trophy".

Jason Ferguson, WPBSA Chairman, commented: "Today represents an important landmark in what is a serious bid for the inclusion of billiard sports at the Paris 2024 Games".

Bernard Bollette, Commercial Director of Simonis group, supplied the logo cloth and Aramith balls, stated: "This is a momentous day for the billiards world. The Simonis group provide the very best conditions for all types of cue sport. Inclusion in the Paris 2024 will present our wonderful games to millions of potential new players".

Pictured: Florian Kohler, Jeremy Bury, Shaun Murphy & Jasmin Ouschan in front of the Simonis printed cloth & holding Aramith balls Ends.....

17th December 2018

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Sold in over 50 countries, **Simonis™** cloth is truly the universal choice for cue sports.

Having earned its reputation with professional players and amateurs alike, Simonis remains the choice for more tournaments worldwide than any other cloth.

Made by Saluc in Belgium, **Aramith™** Billiard balls have enjoyed a legendary reputation for outstanding endurance and uncompromised quality. Used by almost 80% of players worldwide, they are recognised as the reference of the industry.

Strachan™ is made in the West of England and is the world's leading brand of snooker and English pool cloth. The official cloth of World Snooker and used at professional tournaments worldwide. It is the choice of champions.