

# Wuhan attracts attention of the world

By Yu Guowei, Wang Juan & Jessie Fan

More than 100 reporters from nearly 60 domestic and foreign media outlets such as The Associated Press, CNN, RIA Novosti, CCTV, and Xinhua News Agency attended the 7th Military World Games press conference on November 24. They focused on questions pertaining to the highlights of the games, the setting of competitive events, the construction and use of venues, preparations for the event, volunteer services, and the event's organization.

A journalist from RIA Novosti raised a question about the measures of preventing doping problems for the 7th Military World Games (MWG). And the answer from Senior Colonel Jia Shijiang was that the organizing committee will depend on the international-certified Beijing Anti-Doping Lab, and put more funds, more man power and better support to strengthen doping control.

A journalist from CRNTT.com in Hong Kong invited Senior Colonel Jia to talk about the games' security work. According to Jia, a three-level security commanding system will be built for the 7th MWG, namely the national level, provincial level and competition level.



Some of the journalists in attendance Photos by Ren Yong

## 2019 MWG has hit three "firsts"

It was announced during the press conference that preparations for the 7th MWG are in accordance with the games' guidelines of "green, sharing, open, and integrity." The secretary general of the CISM Dorah Mamby Koita carried out an on-the-spot inspection of some venues and facilities and expressed his satisfaction with the progress and condition of the preparatory work in Wuhan. In his view, Wuhan will produce a world-class event.

According to the organizing committee, the 7th MWG has three "firsts." For the first time all the matches will be held in one city. Also, it is the first time that a new Athletes' Village will be established in MWG history. Finally, the number of competitive events will exceed those

of all previous six MWGs.

The 7th MWG will have 31 venues, 27 of which will be completed by the end of 2018. The other four will be completed before the end of June, 2019.

The MWG athletes will have, for the first time, "a home of their own" at Athletes' Village located near Huangjia Lake in Jiangxia District. The accommodations will have a total floor area of 558,000 square meters and be adjacent to the 2,700-meter ecological lake shoreline. The athletes from many different countries will enjoy personalized services and shopping, entertainment, and medical treatment facilities.

## 250,000 volunteers to serve MWG

The 2019 MWG will recruit 250,000

volunteers, including some international volunteers and at least 200,000 city volunteers. The 50,000 game-time volunteers are mainly from military forces, well-managed volunteer organizations, and students from local universities and colleges.

Services offered by the volunteers will be on an international level. All the volunteers will come from areas related to the service assistance they are going to offer. They will receive systematic training in which they will learn about the MWG and how to be a good volunteer. Since 2016, all large-scale cultural and sports activities in Wuhan have been taken into the "Together with the 7th MWG" series, so that each activity is conducted as an actual exercise in volunteering service.

## 7th MWG emblem and mascot anecdotes

By He Liang & Jessie Fan

The emblem and mascot of the 7th Military World Games (MWG) made their debut in Wuhan on November 24. "Competing against mascots designed after the finless porpoise and the yellow crane, a mascot based on the image of the Chinese sturgeon finally won the review committee's favor," said Wang Shiyong, the only judge from Wuhan on the 7th MWG emblem & mascot review committee.

"Hundreds of works were entered in the competition, including the finless porpoise, and the yellow crane. Yet in the end, the review committee unanimously decided on the Chinese sturgeon as the mascot, because it not only contains the word 'Chinese' in its name but also lives mainly in the Yangtze River region, which perfectly associates it with Wuhan as the host city of the games."

The 2:10 Animation, a digital technology company owned by Wang Shiyong, has also prepared an animation promotion film, starring the mascot for the organizing committee. "Activities like shooting, parachuting, and flying are all included in this short animation film," said Wang.

### Chinese sturgeon reflects soldiers' character

The emblem was produced by Li Jianluan and a team of designers organized by the Hubei Institute of Fine Arts. Professor Fan Hancheng from the Department of Visual Communication Design at the Hubei Institute of Fine Arts created the design team.

The executive committee of the 7th MWG received the submission of an emblem design that they considered to be good, but lacking in visual

appeal. Professor Fan and his team began to work on improving it after they received permission from the original designer, Li Jianluan.

"Mixing a ribbon with seven five-pointed stars renders a visual effect which is both soft and hard. The five-pointed stars are depicted in the shape of pigeons because pigeons symbolize friendship and peace. Therefore we call the emblem the 'bond of peace and friendship.' Moreover, the shape of a ribbon reminds people of the Yangtze River and the Han River." Fan also pointed out that this symbolism facilitates public acceptance and communication.

"We chose Chinese sturgeons as the mascot because this kind of animal and Hubei are strongly associated as they linger for a long time in the Hubei section of the Yangtze River."

Fan said that the image of the Chinese sturgeon conveys a sense of strength because it has flanks that strongly resemble armor plates. The team's biggest challenge was how it would turn an animal with a strong image into a cute mascot. Fan gave an example. "The mouth of the Chinese sturgeon is quite long and sharp. If you depict it realistically, then it's not sufficiently cute. But if you design it too short, it won't reflect its true nature."

After two weeks, Bing Bing, a mascot which looks like a Chinese sturgeon with hands and feet, was finally realized. "As far as I know, there isn't any sporting event that has a mascot in the form of a Chinese sturgeon. We should give more attention to this kind of rare animal. We have made it into a mascot and want more people to know that it needs to be protected."



Clips of the animation promotion video

## Official website of the 7th MWG goes live

By Yu Guowei

The official website of the 7th MWG, the central platform for releasing authoritative information on the 7th MWG and a bridge for interaction between the game organizers and the general public, was launched on November 24.

To build its official website, the executive committee has established three teams: the content production team, the technical team, and the translation team.

Against the backdrop of the Changjiang Axis, the website's homepage offers information in

Chinese, English, and French. Sporting events are mainly shown in dynamic pictures. The website now has 10 first-tier columns. The News column gives real-time distribution on the preparations for the games. The Military Profiles column showcases the styles of contemporary soldiers and characteristics of the MWG. The River City column fully covers the unique charm of the city by the Yangtze River. The Guide to MWG displays the history of the previous six MWGs. You can also register on the website to be a volunteer for the games.

Meanwhile, the executive committee has initiated new media platforms on WeChat, microblog, and other APPs, in order to publicize and promote the MWG.

Based on the MWG's schedule, the executive committee will regularly update and optimize the website. By 2018, the website will open more registration channels for volunteers and audience members. During the games the website will focus on competition results, athletes' performances, and the service information.