

Organizers Announce Slogan for Sochi Games

By [The Moscow Times](#)

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The mascots for the Sochi 2014 Winter Olympics displayed on a set of stamps.

Five hundred days before the start of the 2014 Winter Olympics in Sochi, organizers announced that they have chosen "Hot. Winter. Yours." as the slogan for the games.

Organizers said in a news release that the word "hot" is meant to symbolize the intensity of the games for competitors and spectators, "winter" refers to how Russia is perceived in the eyes of the world, while "yours" expresses how the crowd can empathize with those taking part, Interfax reported.

The punctuation marks in between each word are an added touch, intended to convey the high-tech equipment used in the games by reminding the viewer of a Web address, organizers said.

Olympic hosts traditionally choose a slogan to embody give their games an individual flavor

and brand identity.

The slogan for this summer's London Olympics was "Inspire a generation."

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