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Media Release

London 2012 reveals East Midlands communities on Olympic Torch Relay route

- **73 communities in the East Midlands announced on the Olympic Torch Relay route**
- **The Olympic Flame will be in the East Midlands from 27 – 30 June and 2 – 4 July 2012 and will visit every county**
- **People in the East Midlands are invited to start planning their welcome**
- **Over 95% of the UK population will be within 10 miles of the Olympic Flame**

The London Organising Committee of the Olympic and Paralympic Games (LOCOG) today confirmed all the communities in the East Midlands through which the Olympic Flame will be carried by Torchbearers during the London 2012 Olympic Torch Relay which is presented by Coca-Cola, Lloyds TSB and Samsung.

LOCOG has worked closely with representatives from a number of sectors in the East Midlands to devise the route that will see the Olympic Flame being carried through places such as Loughborough, Mansfield and Chesterfield. The Olympic Flame is set to visit every county in the East Midlands and the route achieves the optimum mix of proximity to people whilst taking in beautiful natural and urban landmarks to showcase the East Midlands around the world.

The announcement of the 1,081 villages, towns and cities on the UK route means LOCOG has realised the aspiration of taking the Olympic Flame to within an hour's journey time of 95% of the population. In fact, over 95% of the population will be within just 10 miles of the Olympic Flame next summer. The street by street detail of the route will be confirmed next year.

Not only does the East Midlands route include villages, town and cities, the Olympic Torch Relay will also take in landmarks along the way and

the Olympic Flame will be carried for sections of the route by different modes of transport. In the East Midlands these include the Flame being carried across the ice rink at the National Ice Centre in Nottingham and being carried up the Heights of Abraham in Matlock, in a cable car. Torchbearers will also visit iconic locations such as the National Space Centre in Leicester and the Robin Hood Statue in Nottingham. For logistical reasons, not all the landmarks and modes of transport will be accessible to large crowds but LOCOG will continue to work with the Local Authorities and operators to ensure public access information is given in advance.

With the Olympic Flame shining a light on these different communities the Olympic Torch Relay will be an opportunity for the people of the East Midlands to connect with the Olympic Games, its values and its spirit. Many thousands of people are expected to welcome the Olympic Flame and celebrate the achievements of the Torchbearers along the route each day.

A list of the host communities in the East Midlands and other highlights announced today are available to download from [here](#) and Olympic Torch Relay images are available [here](#). An Olympic Torch Relay animation film that gives a taste of the journey the Olympic Flame will make is available on request. People are invited to view the interactive map at www.london2012.com/olympictorchrelaymap to find their nearest community through which the Olympic Flame will be carried.

Sebastian Coe, Chair of LOCOG, said: 'I'm delighted that the Olympic Torch Relay will take the 2012 Games to almost every corner of the East Midlands and that we have achieved our ambition to take the Flame to within an hour's journey of 95% of the population. Now everyone is invited to plan their welcome and find out where they can go to be part of this historic occasion. The Olympic Games are coming to you as the Olympic Flame gives people across the East Midlands their moment to shine.'

Jeff Moore, Chair of the East Midlands Management Board for the 2012 Games and Member of the Nations and Regions Group, said 'I am pleased that the Torch Relay route around the six counties of the East Midlands will give so many people the chance to welcome the Olympic Flame and celebrate the Games coming to their communities. I know that local authorities, schools and community groups will already be planning how to make the most of this opportunity and make it truly memorable for all.'

British Airways is a Supporter of the London 2012 Olympic Torch Relay and the Olympic Flame will arrive in the UK from Greece on 18 May 2012 on board one of its aircraft.

The 70 day Olympic Torch Relay, presented by Coca-Cola, Lloyds TSB and Samsung, will start at Land's End, Cornwall on the morning of 19 May 2012. On leaving Land's End, the Olympic Flame will travel an estimated 8,000 miles around the UK giving thousands of communities and individuals their moment to shine as the Olympic Flame comes to a place near them.

On the final day of the Olympic Torch Relay, it is LOCOG's intention

that the Olympic Flame will travel down the River Thames as it makes its way to the Olympic Stadium on 27 July 2012 for the lighting of the cauldron at the Opening Ceremony, signifying the official start of the London 2012 Olympic Games.

The Olympic Flame will be carried across the UK by 8,000 inspirational Torchbearers each of whom will have a story of personal achievement and/or contribution to the local community. In December this year, successful nominees will be contacted with a conditional offer and final Torchbearer places will start to be confirmed from February 2012 onwards.

Today LOCOG launches two new public participation programmes. The 'Local Leaders' initiative is an invitation to people across the East Midlands to take the 2012 Games into their community and create their own celebrations next year, for the Olympic Torch Relay and other key moments during the Olympic and Paralympic Games. People are encouraged to sign up to the Local Leader programme at www.london2012.com/localleaders to receive further information on a range of themed celebration ideas focusing on the Opening Ceremony evening, gardening, quizzes and barbecues and be in the front row to receive free London 2012 event materials.

Also launched today at www.london2012.com/getset is the 'Get Set for the Olympic Torch Relay' education resource, available to all schools registered with Get Set, London 2012's official education programme. The aim of the resource is to provide schools with cross-curricular resources aimed at teachers working with 3 to 16 year olds to aid learning around history of Olympic Torch Relays, the design of the London 2012 Olympic Torch Relay and the Torch itself. A further resource will launch next year to encourage schools to plan a welcome for the Olympic Flame and show support for the Torchbearers. Lloyds TSB, official Education Partner of the London 2012 Olympic Torch Relay, has launched their Flame Followers schools programme which complements the Get Set resources, and gives schools once-in-a-lifetime opportunities to be right at the heart of the excitement and celebrations of the Relay.

The three Presenting Partners of the London 2012 Olympic Torch Relay – Coca-Cola, Lloyds TSB and Samsung – will help bring the Olympic Flame to the people of the UK. Together they provide an optimum mix of previous Olympic Torch Relay expertise and community based programmes to support the staging of the Relay.

James Williams, Director, Olympic Torch Relay, Coca-Cola North West Europe and Nordics, said: 'London 2012 will see Coca-Cola presenting the Olympic Torch Relay for the eighth time, so we know just how powerful it is at uniting a whole country in support of the world's biggest festival of sport. In 2010, we saw far-flung communities right across Canada really come together to welcome the Olympic Flame, and now we can't wait to bring that magic to cities, towns and villages the length and breadth of the UK. We're very excited to be bringing music and celebration to the Relay, and to be shining a light on the best of British youth – our Coca-Cola Future Flames – throughout local communities around the UK.'

Sally Hancock, Director, 2012 Partnership and Group Sponsorship at Lloyds TSB, said: 'As the National Presenting Partner of the London 2012 Olympic Torch Relay, Lloyds TSB is helping to bring the Olympic Flame closer to communities across the UK. With branches on practically every High Street we're inviting everybody to celebrate the Relay with Lloyds TSB as it travels past their doorsteps next year. Young people and schools can also get involved through our Flame Followers programme and National School Sport Week (www.lloydstsb.com/london2012) and we're looking forward to giving everyone the chance to share the excitement in each of these villages, towns and cities as the Flame passes through.'

Mr. Gye Hyun Kwon, Vice President & Head of Worldwide Sports Marketing, Samsung Electronics, said: 'We are extremely proud to be a Presenting Partner of the London 2012 Olympic Games. As a Worldwide Olympic Partner, Samsung will support each of the 1,000 villages, towns and cities as they celebrate their own Olympic Torch Relay moment, and help showcase the nation's cultural landmarks along the way.'

- Ends -

For further information please contact the London 2012 Press Office on +44 (0)203 2012 100 or visit the website at www.london2012.com. Find out the latest from London 2012 HQ on our blog <http://blog.london2012.com> or follow us on Twitter <http://www.twitter.com/london2012>

Notes to editors

The full UK wide list of the 1,018 confirmed villages, towns and cities can be found [here](#) and online at www.london2012.com/olympictorchrelay

As the longest standing Presenting Partner of the Olympic Torch Relay, **Coca-Cola** will be using its heritage and experience to spread excitement across the UK ahead of London 2012. Coca-Cola's national nomination campaign - **Future Flames** – has focused on finding inspirational young people from across the country to have the once in a lifetime opportunity to carry the Olympic Flame. Next summer Coca-Cola will celebrate these **Future Flames**: young people who use their passions in areas like sport and physical activity, music and dance, and community and the environment; to spread happiness in their local communities. Find out more at: www.coca-cola.co.uk/olympic-games

As the only National Presenting Partner of the London 2012 Olympic Torch Relay, **Lloyds TSB** will be taking the spirit and inspiration of the Olympic Flame right to the heart of communities across the UK. As part of Lloyds Banking Group, Bank of Scotland will be the National Presenting Partner in Scotland. We will bring the Relay closer to our customers through our branches on practically every high street and our activities in the community, National School Sport Week and Local Heroes. Customers can be the first to hear about exclusive offers, including how they can have the chance to carry the Olympic Flame, through our customer-exclusive programme, Trackside. Find out more

at www.lloydstsb.com/london2012.

Schools can be right at the heart of the celebrations through our Flame Followers programme, giving them access to free resources to get their pupils inspired and excited about the Olympic Torch Relay, and the chance for their school to carry the Olympic Flame, win a celebration party at their school during the Relay and win a Cheer Kit to welcome the Relay to their community. Customers can be the first to hear how they can follow the Olympic Flame, through our customer-exclusive programme Trackside. Find out more at www.lloydstsb.com/london2012

As part of its support for the London 2012 Olympic Torch Relay, **Samsung** is providing a number of the Olympic Torchbearers through its public nomination process. These 'once-in-a-lifetime' opportunities to carry the Olympic Flame on its journey around the UK, represents one of the many ways that Samsung is enabling people from all corners of the world to be part of the greatest show on Earth. Becoming an Olympic Torchbearer thanks to Samsung means everyone can become a part of the Olympic history. From June 13th 2011, Samsung has invited the world to recognise its unsung heroes. Samsung's nomination programme for Olympic Torchbearers is a worldwide search for these unique and selfless individuals. The campaign has been communicated globally via a number of marketing channels to ensure that the maximum number of people become aware of the opportunity. It is Samsung's ambition that London 2012 will be an event that reaches and involves more people than on any other Olympic Games occasion. To learn more about the Samsung nomination programme, please visit www.samsung.com/london2012.

The Supporters of the London 2012 Olympic Torch Relay are:
Worldwide Olympic Partners Procter and Gamble and Visa, Tier One Partners adidas, BMW, BP, British Airways, BT and EDF, Tier Three Providers Aggreko, Holiday Inn and NATURE VALLEY.

London 2012 Games partners:

LOCOG has seven domestic Tier One Partners - adidas, BMW, BP, British Airways, BT, EDF and Lloyds TSB. There are seven domestic Tier Two Supporters – Adecco, ArcelorMittal, Cadbury, Cisco, Deloitte, Thomas Cook and UPS. There are now twenty-eight domestic Tier Three Suppliers and Providers – Aggreko, Airwave, Atkins, Boston Consulting Group, CBS Outdoor, Crystal CG, Eurostar, Freshfields Bruckhaus Deringer LLP, G4S, GSK, Gymnova, Heathrow Airport, Heineken UK, Holiday Inn, John Lewis, McCann Worldgroup, Mondo, NATURE VALLEY, Next, Nielsen, Populous, Rapiscan Systems, Rio Tinto, Technogym, Thames Water, Ticketmaster, Trebor and Westfield.

There is one domestic Tier One Paralympic Games Partner, Sainsbury's and one domestic Tier Three Paralympic Supplier, Otto Bock.

The Worldwide Olympic Partners who support the London 2012 Olympic Games and the 204 National Olympic Committees around the world are Coca-Cola, Acer, Atos, Dow Chemical Company, GE, McDonald's, Omega, Panasonic, Procter and Gamble, Samsung and Visa.

