



The London Organising Committee of the Olympic Games and Paralympic Games
Press Operations newsletter
August 2011

Update 7



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Welcome to Update, the London 2012 Press Operations newsletter

We are delighted to invite our press colleagues to London 24-27 October 2011 for the 3rd World Press Briefing. Registration for this, our final pre-Games briefing, is now open via [The Exchange extranet site](#) until 19 August 2011. You will find details of the event in this newsletter.

With less than one year to go until the Opening Ceremony of the London 2012 Olympic Games, we would like to take the opportunity to highlight the innovative services being offered by the Press Operations team. In this issue of Update, you will find practical information on the unique photo positions available to accredited photographers; instructions for ordering the wide range

of products and services now available via the Press Rate Card; details of how to book accommodation for the Paralympic Games and also what accommodation options are still available if you have missed the deadline to make your top three accommodation choices for the Olympic Games.

The London Prepares series of sports test events is successfully underway. We are now able to start accepting accreditation requests for the next cluster of events, including events to be held on the Olympic Park – in the Velodrome, the Aquatics Centre and the Handball Arena. You will find the full schedule in this newsletter, with instructions on how to express interest in attending.

We hope to see many of you in London in October. If you would like to make contact with any of the Press Operations team before then, you will find our full contact details at the end of this issue.

We look forward to working with you.



Jayne Pearce
Head of Press Operations



Press Operations on The Exchange

More than 1,750 of you are currently registered with the Press Operations section of The Exchange, and this number grows every week. The registration process is simple and fast. All you have to do is visit www.london2012.com/PressOperationsExchange and complete the information fields.

Once your registration has been submitted, two emails will be generated from DoNotReply@London2012.com

The first email will contain your user name and the second email will contain your password. If you do not receive these two emails within 24 hours of registering,

please check your junk email box as they may have been filtered as spam. If you still do not have the emails, contact pressoperations@london2012.com and we will assist with your registration.

World Press Briefing

The third and final World Press Briefing will take place 24-27 October 2011 at the Institute of Education in Bloomsbury. Go to [The Exchange](#) for details of how to register. Registration must be made by 19 August 2011.

In September, once registrations are completed, we will contact all press who have registered to collect arrivals and departure information. We will also provide you with hotel booking information.

The agenda will include presentations with the information you require to plan your Olympic and Paralympic operations. Topics will include:

- Opening Ceremony
- Transport
- Security
- Logistics
- Venue Press Operations
- Photo Operations
- Main Press Centre operations
- Olympic and Paralympic News Service
- Rate Card
- Paralympic classification workshop

We will be offering tours of some of the competition venues and filmed footage of others in test event mode. There will also be an opportunity to pre-book a meeting with the Press Services team, the Main Press Centre Manager and the Photo Operations team individually to discuss specific requirements. Please check [The Exchange](#) for more information and to register.

Summary agenda

Monday 24 October 2011

- Morning:** NOC Press Attaché Briefing
- Noon:** Registration and Lunch
- Afternoon:** Presentations
- Evening:** Optional social activities

Tuesday 25 October 2011

- Morning:** Presentations
- Noon:** Lunch
- Afternoon:** Venue tours
- Evening:** Hosted social event

Wednesday 26 October 2011

- Morning:** Presentations
- Noon:** Lunch
- Afternoon:** Venue tours
- Evening:** Optional social activities

Thursday 27 October 2011

- Morning:** ENR workshop and additional venue tours



Main Press Centre

Main Press Centre

The Main Press Centre (MPC) will provide the services, facilities and information required to manage your operations during Games time, including:

- An 816 person capacity workroom for journalists where every position will be cabled for power and internet access (log on via internet package purchased from the Press Rate Card)
- A 288 person capacity workroom for photographers where every position will be cabled for power and internet access (log on via internet package purchased from the Press Rate Card)
- A main help desk and workroom help desks dealing with all information and language services requests
- A 700 person capacity main media conference room, plus four additional support conference rooms

- A wide range of food and beverage offerings
- Retail services such as: bank, general store, courier services, massage centre, camera loan and repair, specialist photo centre, technology support services
- Ancillary services such as: internet lounge, TV viewing facility, quiet room, transport help desk

The MPC will open one month prior to the Opening Ceremony to enable press organisations who have pre-booked office space to fit out their operational spaces. Information on how organisations can deliver equipment to their private offices will be published in due course.



Main Press Centre hours of operation

27 June – 15 July 2012	06:00–22:00
16 July – 12 August 2012	24 hours
13 August – 17 August 2012	06:00–22:00
18 August – 21 August 2012	Closed
22 August – 28 August 2012	06:00–22:00
29 August – 9 September 2012	24 hours
10 September – 12 September 2012	06:00–22:00

Did you know?

That press entering the UK via London Heathrow airport will be able to validate accreditation from 27 June 2012 at validation desks in terminals 1, 3, 4 and 5? (Terminal 2 is closed and will not reopen prior to the Olympic Games.) There will not be accreditation validation services at any other port of entry. Those entering the UK elsewhere will need to get accreditation validated at the Media Accreditation Centre adjacent to the MPC in Stratford.

The Olympic Identity and Accreditation Card that you will receive in April 2012 can be used as an entry document into the UK for the duration of the London 2012 Games and up to 8 November 2012 provided your passport is valid up to or beyond that date.

Private office space

The deadline for press organisations to register their intention to rent private office space in the MPC was 27 July 2011. Limited space is still available, however, and the 'intent to rent' form is available [here](#). These forms should be submitted by email to mandy.keegan@london2012.com as soon as possible. Acknowledgement of receipt will be provided on request. Please note that this is purely a request for space and not a formal order. Final confirmation of space allocation will be available in January 2012.

On receipt of an intent to rent form, we will send you details of how to sign up to our Rate Card website, through which organisations may order furniture, fixtures, fittings and equipment as well as technology items. If you require any item that is not published in the Rate Card, please submit a non-standard request via the tab provided on the Rate Card website. To request access to the Rate Card website, please email pressratecard@london2012.com

Those organisations and individuals who only need internet service have a simplified ordering process – simply review the three internet packages in the Press Rate Card, select the one that is appropriate for you and email your request to pressratecard@london2012.com

The Press Rate Card ordering deadline is 31 December 2011, after which late order charges will apply to most items (but not to internet packages). No invoicing will take place prior to January 2012, to encourage the early placement of orders.

Media conference logistics for NOCs

To facilitate the smooth and timely transfer of athletes and their NOC Press Attachés to the MPC for media conferences, Press Operations is managing and running a dedicated shuttle service. Press Attachés will be able to pre-book a shuttle vehicle to collect them and their athletes from the Athletes' Village media pick-up point to take them to the MPC. More details will be available for Press Attachés in due course.

Power adaptors

Contrary to what has been previously published, the Press Rate Card product 'P101 230V 4x international sockets 'on desk' power bar' (max load 2,000W) is no longer available due to difficulties obtaining compliance against UK standards / regulations. Unfortunately this is also the case for the international sockets that had been planned for the press and photo workrooms and the press tribunes. The sockets provided will not be international, but rather UK standard 13A sockets (BS 1363). Adaptors will be available for loan free of charge at the help desks in the Main Press Centre and Venue Media Centres. Adaptors will also be available for purchase from the general store on the ground floor of the Main Press Centre.

Venue Operations

Venue Media Centres

For the Olympic Games, Venue Media Centres will open three days prior to the day of competition to allow media to work at and become familiar with the venue. On competition days, the Venue Media Centres will open three hours before the start of the first event/match and will remain open for four hours after the end of the last event/match.

Wired internet will be available at every desk and each venue will have Info+ terminals and printers. Complimentary lockers will be available for storage.

In the Mixed Zone at each venue there will be TV monitors to allow media to watch the competition. In some venues there will also be microphones and speakers to allow press to hear interviews being conducted.

Venue food services

Media lounges will be open two hours prior to competition and remain open until three hours after the competition ends. There will be hot and cold food and beverages offered for purchase, and tea and coffee will be available free of charge.



London Prepares series

Accreditation for cluster 2 events in the London Prepares series, the sports testing programme, is now underway. Press wishing to attend any event should go to the [Press Operations Exchange](#) to download the expression of interest form.

Cluster 2 events

Date	Sport	Event	Venue
3 – 10 October 2011	Archery	London Archery Classic 2011	Lord's Cricket Ground
23 – 27 November 2011	Handball	International Invitational - Women's	Handball Arena, Olympic Park
24 – 27 November 2011	Boxing	International Invitational	ExCeL
24 – 27 November 2011	Table Tennis	2011 International Table Tennis Federation Pro Tour Grand Finals	ExCeL
26 – 27 November 2011	Fencing	International Invitational	ExCeL
3 – 4 December 2011	Judo	International Invitational	ExCeL
3 – 4 December 2011	Taekwondo	International Invitational	ExCeL
3 – 4 December 2011	Goalball	London International Invitational Women's Goalball Tournament	Handball Arena, Olympic Park
10 – 11 December 2011	Wrestling	London International Invitational	ExCeL
10 – 11 December 2011	Weightlifting	International Weightlifting Invitational	ExCeL
10 – 13 January 2012	Gymnastics - Artistic Gymnastics	Olympic Qualifier	North Greenwich Arena
13 January 2012	Gymnastics - Trampoline	Olympic Qualifier	North Greenwich Arena
15 – 18 January 2012	Gymnastics - Rhythmic Gymnastics	Olympic Qualifier	North Greenwich Arena
17 – 19 February 2012	Cycling - Track	UCI Track Cycling World Cup Classic	Velodrome, Olympic Park
20 – 26 February 2012	Aquatics - Diving	FINA Diving World Cup	Aquatics Centre, Olympic Park
3 – 10 March 2012	Aquatics - Swimming	British Swimming Championships (50m)	Aquatics Centre, Olympic Park

Olympic and Paralympic News Service

News service gearing up for Games time

At the time of writing, the Olympic and Paralympic News Service (OPNS) has appointed more than two-thirds of its senior Games-time venue staff.

An extremely high quality of candidates has resulted in what we hope will be a news service that combines top-level journalistic expertise with crucial language skills and ample previous experience in the unique requirements of an Olympic and Paralympic News Service.

Over the course of the coming months, the OPNS will be trying out many of its Games-time staff at the London Prepares series.

The purpose of the OPNS is to provide a timely and reliable news file of professional wire-service standards that can be used by all media at the Games to aid their coverage.

There will be a reporting team at every sport and discipline at Games time, and all material produced by the OPNS will be available on the custom-built Info+ information system, which goes live on 13 July 2012, some two weeks before the Opening Ceremony of the Olympic Games.

Improving your Games coverage – your info and myInfo+

At the London 2012 Games, for the first time ever, the Info+ system will be available to all accredited individuals via a secure sign-in anywhere there is an internet connection. This enhanced new service will be known as myInfo+.

Providing all the data journalists and photographers need to cover the Games – from schedules and results, to transport information, news reports, stats, flash quotes and much more – press will have access to all the facts at their fingertips, whether they are on venue in the tribunes or workrooms, or back at the hotel, in a coffee shop or on the train.

Anywhere you can get online, you will be able to access a wealth of information on myInfo+. This will allow press to cut and paste directly from the system, download PDF result reports, build their own daily schedule, bookmark useful areas of the site and register to receive SMS/email alerts.

While the traditional fixed Info+ terminals will still be available free-of-charge in competition venues and the MPC, the myInfo+ service is available via the Press Rate Card. The Gold internet package provides an 8Mbps internet connection and access to myInfo+ for £150 for the duration of the Olympic Games.

For the first time ever, accredited organisations will also be able to purchase additional myInfo+ accounts to allow staff not attending the Games the full benefit of the service from their offices in the UK or overseas. This additional service is available via the Press Rate Card for just £70.

Full details of all internet and myInfo+ packages are available on the Press Rate Card.

At Games time, demonstrations and tutorials will be available at the Main Press Centre to help press get the best out of the many enhancements to Info+ and myInfo+.



Did you know?

That if you would like to find out more information on myInfo+, you can contact OPNS Manager Tim Barnett at tim.barnett@london2012.com

Photo operations

Rate Card

We're pleased to announce a new Rate Card offering for photographers. T54106 is specifically for photographers who need to file from a photo position on deadline and need direct internet access. T54106 is a solution for devices that cannot accept a username and password as it allows users to connect to the internet without the need for web authentication. It uses an assigned fixed private IP address that is programmed into the end device. The internet service with T54106 is 8Mbps symmetrical, contended at 20:1, and does not include myInfo+.

Like all Press Rate Card orders, T54106 orders must be validated by Press Operations. If the order is approved, we will assign the specific location in the venue. Please remember that a separate order must be placed for each photo position for each sport in each venue and note that ordering a T54106 will not guarantee a photo position. Accredited photographers will still require a ticket for high-demand ticketed events.

A revised photo position map to assist photographers in placing orders for RJ45 sockets in competition venues can be found on The Exchange. Go to the Photo

Operations page for the link to the latest RJ45 Photo position map. If you wish to make a non-standard request to the Photo Manager, please do so via the Non-Standard Request tab provided on the Rate Card website.

Remote cameras

The use of remote cameras is a fundamental part of sports photography. The opportunities these installations offer are virtually limitless and have greatly enhanced the coverage and appreciation of sport. For this reason they are a vital consideration for our planning team leading up to 2012.

We expect that more remotes than ever before will be utilised in London, however, we would like you to be aware that their fitment will potentially be more difficult than at previous Olympic Games.

All remotes will be subject to Photo Operations approval, and we will expect photographers to follow a strict set of guidelines at Games time. Not only are the UK's Health and Safety Regulations rigorous, but many of our venues have limited catwalk access which is likely to necessitate some very early installations.

For this reason we ask that if you intend to utilise remote cameras you make a formal request (in confidence) as soon as possible by email to matt.stevens@london2012.com



Press Services

Press accommodation update

The deadline for requesting press accommodation was 27 May 2011. There are still rooms available and we continue to accept press accommodation requests, but the choice of hotels is increasingly limited. Please note that there are no more rooms available at the following accommodation:

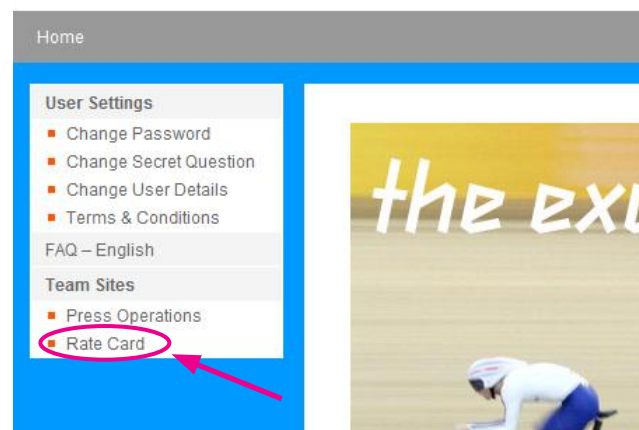
Bloomsbury Hotel
Hilton Euston
Hotel Russell
Ibis Euston
Jury's Inn Islington
Montague on the Gardens
Novotel St. Pancras
Radisson Edwardian Kenilworth
University of London – College Hall
Waverley House Hotel
William Goodenough Club

Press accommodation allocations will be completed in autumn 2011. We will contact you with the name of the hotel you have been allocated, as well as information about how to log on to the accommodation reservation website to book your rooms.

An alternative hotel has been found for press covering the Olympic Football in Cardiff. It is the Radisson Blu Hotel (www.radissonblu.co.uk/hotel-cardiff). The price will be £97 including breakfast and VAT.

Press Rate Card

You must be accredited to order goods and services from the Press Rate Card. Ordering internet packages alone is easy (see 'Did you know?' below). If you need goods or services other than internet access, you must place an order via the Press Rate Card website.



To register for the Press Rate Card website, please email pressratecard@london2012.com and request the website registration form. Once your registration is confirmed, the Rate Card ordering website will be a new 'page' on The Exchange.

For any items you require that are not currently included in the Press Rate Card, we invite you to submit a Non-Standard Request via the Press Rate Card website.



Did you know?

That if all you or your organisation needs is one of our internet packages, you can send your request directly to pressratecard@london2012.com once you have selected your package from page 6 of the Press Rate Card?

Venue Access and Parking Permits

Many of you have enquired about Venue Access and Parking Permits (VAPPs). An update on VAPPs will be coming soon.

Please note what we consider to be the **top eight reasons not to drive in London** during the Olympic and Paralympic Games:

1. The Media Transport Hub in Bloomsbury will have direct service to all venues except Hadleigh Farm (Mountain Bike) and Lee Valley White Water Centre (Canoe Slalom). Accessing these two venues requires a change at the MPC Media Transport Mall.
2. The Media Transport Mall at the MPC will have direct service to **all competition venues**.
3. The high speed Javelin® train will travel between St. Pancras International and Stratford International station (adjacent to the Olympic Park) with a journey time of seven minutes. The service will run 24 hours a day, seven days a week on competition days, and will be free of charge to media.
4. Accredited media will have access to London's vast transport network free-of-charge (including London Underground, buses, trams, Docklands Light Railway and the high-speed Javelin® service).
5. Parking will be extremely limited and will not be available at all in some venues, such as the Olympic Park.
6. London has a congestion charge of £10 per day for vehicles entering London's Congestion Charge Zone on weekdays between the hours of 7am and 6pm. Details can be found at www.tfl.gov.uk. LOCOG will pay the congestion charge for all vehicles rented through Press Rate Card.
7. London will soon introduce a 'Low Emission Zone' fee for vehicles that do not meet certain emission standards. Rate Card vehicles will meet these standards, but privately owned or hired vehicles that do not will be subject to this fee. Please go to www.tfl.gov.uk/roadusers/lez/ for more information.
8. Food for thought: You may not be accustomed to driving on the left hand side of the road.

Accommodation during the Paralympic Games

The Press Accommodation Guide for the Paralympic Games is now available to download on The Exchange. LOCOG is committed to barrier-free access for press with a disability and has selected a range of hotels that have an inventory of guest rooms for guests with disabilities. Accessible guest rooms have a fully accessible bathroom according to international standards and wheelchair-friendly guest rooms are accessible and have space for wheelchair manoeuvres in the bathroom. All rooms must be reserved through the online reservation system which will open in 2012, and paid for in full by the final payment deadline of **1 May 2012**.

Welcome aboard



Pritpal Virdee
Deputy Manager, Press Rate Card

Pritpal joined Press Services in May 2011. He is a senior desktop analyst with many years experience in technology support services.

At London 2012, Pritpal is a member of the Press Rate Card team and will assist written press, photographers and non-rights holding broadcasters in ordering the products and services they need from the Rate Card. You can reach Pritpal at pritchal.virdee@london2012.com or +44 203 2012 359.



Peter Llewellyn
Deputy Photo Manager

Peter joined Photo Operations in July 2011 and brings his extensive photographic experience to London 2012, having covered five summer Olympic Games since 1992. He was Photo Manager for the Whistler Olympic Park at the Vancouver 2010 Olympic Games. He has also covered many equestrian events around the world.

Peter will be involved in Olympic planning as Venue Photo Manager for the Equestrian and Modern Pentathlon events. You can reach Peter at peter.llewellyn@london2012.com or on +44 203 2012 080.



Julie Parker
Coordinator, Main Press Centre

Julie joined Press Operations, as a member of the Main Press Centre team in July 2011 from the IOC. She was in Singapore for the inaugural Youth Olympic Games as part of the IOC Communications team. Previously, Julie worked on the 2007 Women's Handball World Championships as Communication and Marketing Assistant. She has a Sport Sciences background and a Master in Sport Administration (AISTS, Lausanne). You can reach Julie at julie.parker@london2012.com or on +44 203 2012 044.



Sarah Hames
Deputy Manager, Venue Press Operations

Sarah is the newest member of the Venue Press Operations team. She will be responsible for the planning and management of a cluster of venues, as well as a number of test events.

Sarah was previously responsible for PR for the All England Lawn Tennis Club (Wimbledon Championships). She has also worked in a variety of media roles across a range of sports and events including the 2007 Rugby World Cup, 2008 Olympic and Paralympic Games, Velux 5 Oceans round-the-world yacht race, Olympia London International Horse Show and Burghley Horse Trials. You can reach Sarah at sarah.hames@london2012.com or +44 203 2012 444.

Key dates for your diaries

Date	Activity	What you need to do
19 August 2011	Deadline for registration for 3rd World Press Briefing, London. Plan now to attend!	Fill out the registration form on The Exchange
24 October 2011	3rd World Press Briefing begins	
27 October 2011	'Press by Name' accreditation application forms available from NOCs	Contact your NOC for an application form
October 2011	Deadline for press to book accommodation through the LOCOG online booking system	Make sure you have booked your accommodation
31 December 2011	Deadline for Rate Card normal order period (thereafter a 25 per cent surcharge will be applied to most orders, but excluding orders for internet access)	Plan your order now
5 January 2012	First accommodation payment due (50 per cent)	Pay by wire transfer or VISA or lose your reservation
27 January 2012	Deadline for NOCs to return 'Press by Name' accreditation application	Ensure your NOC has your data as soon as possible
27 January 2012	'Press by Name' accreditation application forms available from NPCs	Express your interest to your NPC
27 March 2012	Balance due for Olympic accommodation (50 per cent)	Pay in full by wire transfer or VISA or lose your reservation and your first deposit payment
27 March 2012	Paralympic accommodation payment due (100 per cent)	
April 2012	Olympic Identity Accreditation Cards to be distributed	
30 April 2012	Rate Card deadline for late order period	
1 May 2012	Games-time Rate Card order period commences; identical to late order period but immediate payment required once Press Operations approves order	
13 July 2012	Olympic Games Info+ goes live	
13 August 2012	Olympic Games Info+ closes	

Contact us

If you have any queries about press services and operations at the London 2012 Olympic and Paralympic Games, please drop us an email at pressoperations@london2012.com

If you would like to contact a member of our team directly, you can reach us here:

Jayne Pearce

Head of Press Operations
Direct line: +44 (0)20 3 2012 485
Email: jayne.pearce@london2012.com

Amy Field

Press Operations Coordinator
Direct line: +44 (0)20 3 2012 513
Email: amy.field@london2012.com

Press Services

Jill Porter

Manager, Press Services
Direct line: +44 (0)20 3 2012 711
Email: jill.porter@london2012.com

Rosemary Leach

Project Manager, Press Services
Telephone: +44 (0)20 3 2012 155
Email: rosemary.leach@london2012.com

Brenda Gorman

Deputy Manager, Publications
Telephone: +44 (0)20 3 2012 652
Email: brenda.gorman@london2012.com

Delphine Chéroux

Deputy Manager, Accommodation and Accreditation
Telephone: +44 (0)20 3 2012 579 extension 3185
Email: delphine.cheroux@london2012.com

Pritpal Virdee

Deputy Manager, Press Rate Card
Direct line: +44 (0)20 3 2012 359
Email: pritpalvirdee@london2012.com

Venue Press Operations

Nicole Reynolds

Manager, Venue Press Operations
Direct line: +44 (0)20 3 2012 718
Email: nicole.reynolds@london2012.com

Vanessa Bellamy

Deputy Manager, Venue Press Operations
Direct line: +44 (0)20 3 2012 753
Email: vanessa.bellamy@london2012.com

Anna Greenway

Deputy Manager, Venue Press Operations
Direct line: +44 (0) 30 2012 4054
Email: anna.greenway@london2012.com

Sarah Hames

Deputy Manager, Venue Press Operations
Direct line: +44 (0)20 3 2012 444
Email: sarah.hames@london2012.com

Hayley Roach

Deputy Manager, Venue Press Operations
Direct line: +44 (0)20 3 2012 664
Email: hayley.roach@london2012.com

Photo Operations

Bob Martin

Photo Manager
Direct line: +44 (0)7785 233 255
Email: bob.martin@london2012.com

Dillon Bryden

Deputy Photo Manager
Direct line: +44 (0)20 3 2012 921
Email: dillon.bryden@london2012.com

Peter Llewellyn

Deputy Photo Manager
Direct line: +44 (0)20 3 2012 080
Email: peter.llewellyn@london2012.com

Matt Stevens

Deputy Photo Manager
Direct line: +44 (0)20 2 2012 809
Email: matt.stevens@london2012.com

Main Press Centre

Mandy Keegan

Main Press Centre Manager
Direct line: +44 (0)20 3 2012 217
Email: mandy.keegan@london2012.com

Mary Fitzhenry

Deputy Manager, Main Press Centre
Direct line: +44 (0)20 3 2012 000 extension 3006
Email: mary.fitzhenry@london2012.com

Sarah Funnelle

Deputy Manager, Main Press Centre
Direct line: +44 (0)20 3 2012 876
Email: sarah.funnelle@london2012.com

Julie Parker

Coordinator, Main Press Centre
Direct line: +44 (0)20 3 2012 044
Email: julie.parker@london2012.com

Olympic and Paralympic News Service

Tim Barnett

Manager, Olympic and Paralympic News Service
Direct line: +44 (0)20 3 2012 792
Email: tim.barnett@london2012.com

Giuliana Grillo

Deputy Manager, Olympic and Paralympic, News Service
Direct line: +44 (0)20 3 2012 448
Email: giuliana.grillo@london2012.com

Adam Petrie

Deputy Manager, Olympic and Paralympic, News Service
Direct line: +44 (0)20 3 2012 126
Email: adam.petrie@london2012.com

Russ Swannack

Coordinator and University Liaison, OPNS
Direct line: +44 (0)20 3 2012 448
Email: russell.swannack@london2012.com

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**The London Organising Committee of the
Olympic Games and Paralympic Games Ltd**

One Churchill Place

Canary Wharf

London E14 5LN

Switchboard +44 (0)20 3 2012 000

Fax +44 (0)20 3 2012 001

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