



2-YEAR COUNTDOWN LONDON 2012



## 2012 OLYMPIC FACT SHEET

### 2012 OLYMPIC GAMES FACTS . . .

- Dates: July 27 - August 12, 2012
- Official Motto: Live as One
- Nations Participating: 205 (estimated)
- Athletes Participating: 10,500 (estimated)
- Sports/Events: 26 sports in 38 disciplines comprising 300 events
- 31 competition venues will be utilized
- Olympic Program Changes:
  - ◆ Dropped Sports -- Baseball & Softball
  - ◆ Added Sports -- None
  - ◆ Added Disciplines: Women's boxing, Mixed doubles in tennis
  - ◆ Program Changes: Track Cycling - eliminated men's & women's points races, men's madison, 4,000-meter individual pursuit for men and 3,000-meter pursuit for women. The new Olympic program includes: men's and women's competition in individual sprint, team sprint, keirin, team pursuit and the five-race omnium event. The omnium combines performances in a 3-kilometer individual pursuit, 200-meter sprint, 1-kilometer time trial, 15-kilometer points race and 5-kilometer scratch race.
- London becomes the first city to stage the Olympic Games three times (1908, 1948 and 2012). Athens and Paris have hosted the Summer Games twice, and Lake Placid and St. Moritz have held the Olympic Winter Games twice.

### THE FACTS OF LONDON . . .

- London is the biggest city in Britain and in Europe.
- London occupies over 620 square miles
- In July 2007, London had an official population of 7,556,900
- About 12 percent of Britain's overall population live in London
- The tallest building in London is the Canary Wharf Tower.
- London was the first city in the world to have an underground railway, known as the 'Tube'.
- There are over 100 theatres in London, including 50 in the West End. London theatre accounts for 45% of all UK theatre admissions and over 70% of box-office revenues.
- The City of London, know simply as 'the City' is the business and financial heart of the United Kingdom. It is also known as the Square Mile (2.59 sq km/1 sq mi). It was the original Roman settlement (ancient Londinium), making it the oldest part of London and already 1,000 years old when the Tower of London was built.
- London Heathrow Airport is the world's busiest airport by number of international passengers and the airspace is the busiest of any urban center in the world.





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A LOOK BACK . . . TOP-10 MEDAL STANDINGS FROM THE 2008 OLYMPIC GAMES

Nation		G	S	B	TOTAL
 USA	United States	36	38	36	110
 CHN	China	51	21	28	100
 RUS	Russia	23	21	28	72
 GBR	Great Britain	19	13	15	47
 AUS	Australia	14	15	17	46
 GER	Germany	16	10	15	41
 FRA	France	7	16	17	40
 KOR	South Korea	13	10	8	31
 ITA	Italy	8	10	10	28
 UKR	Ukraine	7	5	15	27



2012 OLYMPIC LOGO

The brand and vision for the London 2012 Olympic Games and Paralympic Games was unveiled on June 4, 2007. The London 2012 brand was designed to be dynamic, modern and flexible. The Olympic emblem is based on the number 2012 - the year the Games take place and includes the Olympic Rings and the word

London. For the first time the Olympic Games and Paralympic Games emblems have been based on the same core shape.

Available in four colors – pink, blue, green and orange - the new emblem symbolizes the Olympic spirit and the ability of the Games to inspire people to take part - not just as spectators, but as volunteers, in the Cultural Olympiad and more.





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### OLYMPIC MASCOTS

London 2012 unveiled its Olympic mascot, Wenlock, on May 19, 2010. Wenlock and his Paralympic companion Mandeville were created from the last drops of steel left over from the construction of the final support beam for the Olympic Stadium.

The mascots' names reflect the UK's rich Olympic and Paralympic histories. Wenlock's name is inspired by the Shropshire village of Much Wenlock, which helped inspire the founder of the modern Olympic movement, Baron Pierre de Coubertin, to create the Olympic Games.

Mandeville's name is inspired by Stoke Mandeville in Buckinghamshire. The Stoke Mandeville Games, widely recognized as a forerunner of the modern Paralympic movement, were first held at the hospital there.

Wenlock and Mandeville were designed by London creative agency Iris, following an intensive selection process that included nationwide focus groups of young people, families and industry experts.

**More about Wenlock . . .** His head is inspired by the lights on London's iconic black taxis. The shape of the front of his head is based on the shape of the Olympic Stadium roof. His eye is a camera lens, capturing everything he sees as he goes. The three points on his head represent the places on the podium where successful athletes stand to receive their medals. The bracelets on his wrists are friendship bands, in the colors of the five Olympic rings.

**More about Mandeville . . .** His eye is a camera lens and the three prongs on his head represent the three parts of the Paralympic emblem. Like his tail and hands they're aerodynamic, which is really important as he's designed to be a 'spirit in motion', always rushing around. He's constantly trying to beat his personal best – the personal best timer on his wrist helps keep him on track. The light on his head is inspired by the lights found on London's iconic black taxis.



### OLYMPIC TORCH RELAY

Lit in Olympia, the Olympic Flame will arrive in the UK on May 18, 2012. Eight thousand Torchbearers will carry the Flame on a 70-day journey throughout the nations and regions of the UK, with entertainment, shows and concerts marking its arrival. Ninety-five percent of the UK population will be within a one hour journey of the Relay. In line with the bid promise to inspire and connect a new generation to the Olympic Movement, more than half of the Torchbearers are expected to be young people. There will be a Torchbearer nomination process due to be announced in May 2011, giving people across the UK the chance to be involved in this historic countdown to the start of the London 2012 Games. Coca-Cola, Lloyds TSB and Samsung are the Presenting Partners for the Torch Relay.





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### OLYMPIC VENUES

#### Olympic Park . . .

The London 2012 Games are the catalyst for transforming 2.5sq km of land in east London. What was industrial contaminated land has been rapidly transformed. The Olympic Park will create a green backdrop for the Games and a new green space after 2012 for people and wildlife living in and around the area to enjoy. The Olympic Park will be the largest urban park built in all of Europe in the last 150 years.

The southern part of the Park will focus on retaining the festival atmosphere from the Games, with riverside gardens, markets, events, cafes and bars. The northern area will use the latest green techniques to manage flood and rain water while providing quieter public space and habitats for hundreds of existing and rare species. Stretching for half a mile between the Aquatics Centre and Olympic Stadium will be an area of gardens that will celebrate centuries of British passion for gardens and plants, tracing the journey of the UK's plant collectors around the world through more than 250 species of plants, trees, meadows and herbs.

#### Olympic Park Venues

Aquatics Centre - Swimming, diving, synchro swimming, modern pentathlon (swimming) and water polo  
Basketball Arena - Basketball, handball finals  
Eton Manor - Aquatics training, wheelchair tennis  
Handball Arena - Handball, goalball, modern pentathlon (fencing)  
Hockey Center - Hockey  
Olympic Stadium - Track & Field, Opening and Closing ceremonies  
VeloPark - Track Cycling, BMX

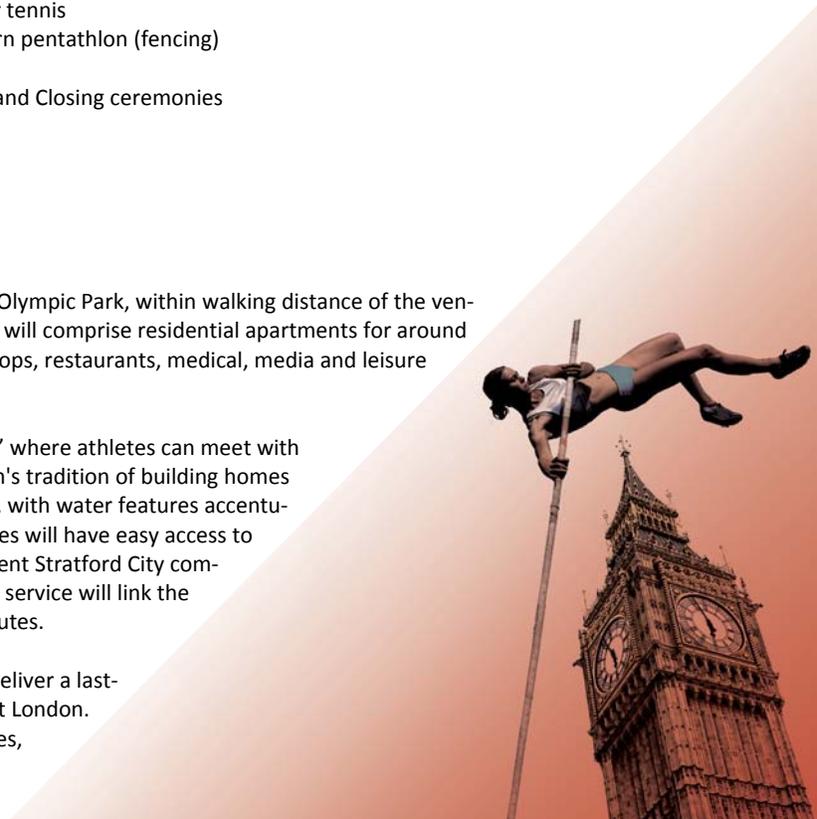
#### [Olympic Park Map](#)

#### Olympic Village . . .

The Olympic Village will be situated in the Olympic Park, within walking distance of the venues. During the Games the Olympic Village will comprise residential apartments for around 17,000 athletes and officials, along with shops, restaurants, medical, media and leisure facilities and large areas of open space.

The Village will also include a 'Village Plaza' where athletes can meet with friends and family. The plan retains London's tradition of building homes around communal squares and courtyards, with water features accentuating the closeness of the River Lea. Athletes will have easy access to the travel and leisure facilities of the adjacent Stratford City complex, and the High Speed 1 Javelin® shuttle service will link the Village to central London in just seven minutes.

After the Games, the Olympic Village will deliver a lasting legacy of essential new housing for east London. It will be transformed into 2,800 new homes, including 1,379 affordable homes.





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### Central Zone . . .

**Earls Court - Volleyball:** Originally opened in 1937, Earls Court has hosted major performances by The Rolling Stones, Queen, Elton John, George Michael and Madonna. Located in west London and easily reached by London Underground or bus, Earls Court is within easy reach of London's Natural History Museum, the V&A (Victoria and Albert Museum) and the Science Museum. These three popular attractions are in the top 10 of the most visited places in London and together welcomed over eight million visitors in 2007.

**Horse Guards Parade - Beach Volleyball:** London will have its very own beach during the 2012 Games with the Beach Volleyball competition taking place in one of the most historic venues in the city. Temporary seats will be erected for 15,000 spectators during the Games and the Prime Minister could almost watch the competition from their residence in Downing Street. Situated directly opposite Horse Guards Parade is St James's Park. Horse Guards Parade dates from 1745 and takes its name from the soldiers who have provided protection for the monarch since the restoration of the monarchy in 1660. The Parade is the setting for various military ceremonies throughout the year and hosts the Trooping of the Colour, an impressive display of pageantry that marks The Queen's official birthday each year in June. Horse Guards Parade was the traditional entrance to the Royal Palaces and is still guarded by mounted sentries from The Queen's Household Cavalry. The Changing of the Guard still takes place here every morning, seven days a week. Buckingham Palace, The Queen's official London residence, is just a short stroll away. Trafalgar Square, just around the corner from Horse Guards Parade, is home to London's spectacular National Gallery and National Portrait Gallery.

**Hyde Park - Triathlon, Open Water Swimming:** At 350 acres, it is one of London's eight Royal Parks and has been open to the public since 1637. The park is home to a number of grassroots sports clubs, including the Serpentine Swimming Club, whose members swim in the Serpentine Lake whatever the weather – even on Christmas Day. Hyde Park lies in the heart of London's world-famous West End. The park is expected to be home to the music, theatre, film and cultural events that will take place throughout the summer of 2012. Famous musical performances at Hyde Park include the 2005 Live 8 concert for 200,000 people featuring Robbie Williams, Coldplay, Sting and many others. In 2007, Hyde Park was the center piece for the start of the Grand Départ of the Tour de France, when the world's largest annual sporting event came to the British capital for the first time ever. Hyde Park is home to Speaker's Corner which dates back to the 1770s and is London's most famous place for public debate. Famous speakers here include George Orwell, Karl Marx and the Russian revolutionary Lenin. The park is also home to the Diana, Princess of Wales, Memorial Fountain which was opened by Her Majesty The Queen on 6 July 2004. Oxford Street – the heart of London shopping – restaurants and entertainment for all are within easy reach of Hyde Park.

**Lord's Cricket Ground - Archery:** Lord's Cricket Ground, which will host the Archery competition, has been home to cricket since 1814 and regularly hosts both test matches and one day international matches. Lord's is in St John's Wood, northwest London and close to Regent's Park, also an Olympic venue hosting the Road Cycling in 2012. Madame Tussauds, London's legendary wax figure museum is also near by. During the Games, Lord's will host 6,500 spectators with an Archery range created on the outfield of the main ground and the Nursery Ground.



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### River Zone . . .

**Eton Dorney - Rowing:** Dorney Lake is a world-class rowing and flat-water canoeing center near Windsor, 25 miles west of London. A 2,200 meter, eight lane course with a separate return lane, Dorney Lake will host the Rowing and Flatwater Canoe/Kayak and Paralympic Rowing in 2012. In 2006, Dorney Lake hosted the Rowing World Championships with high praise from both competitors and spectators. Dorney Lake is owned by Eton College but offers year-round public access. The lake is set in a 400 acre park with a nature conservation area. Nearby Windsor Castle is an official residence of Her Majesty The Queen. As well as a Royal home, Windsor Castle is the largest occupied castle in the world and has been a fortress for over 900 years.



**ExCeL - Boxing, Fencing, Judo, Table Tennis, Taekwondo, Weightlifting, Wrestling, Boccia, Paralympic Table Tennis, Paralympic Judo, Paralympic Powerlifting, Volleyball (Sitting), Wheelchair Fencing:** ExCeL is an international exhibition and conference center located in London's east. Situated in a stunning waterfront location, ExCeL is located in the heart of London's Royal Docks and easily accessible by Docklands Light Rail, London Underground and London City Airport.

**North Greenwich Arena - Artistic Gymnastics, Basketball:** The North Greenwich Arena is a major entertainment venue which is also known as The O2. It is London's newest state of the art music and sports venue, opening to critical acclaim in 2007. The O2 is the first purpose built music venue since the Royal Albert Hall in 1871. Now the No. 1 entertainment venue in Europe, North Greenwich Arena is located in London's southeast and is accessible by London Underground as well as ferry services along the River Thames.

**Greenwich Park - Equestrian, Modern Pentathlon:** At 183 acres, Greenwich Park is London's oldest Royal Park, dating back to 1433. Situated on top of a hill, with sweeping views across the River Thames to St Paul's Cathedral and beyond, the park is part of the Greenwich World Heritage Site which also includes the Royal Observatory and the Old Royal Naval College. The National Maritime Museum can also be accessed from the park. The Royal Observatory is home to Greenwich Mean Time at Longitude 0°. Every place on Earth is measured in terms of its distance east or west from the Greenwich Meridian.

**The Royal Artillery Barracks - Shooting, Paralympic Shooting, Paralympic Archery:** The London port of Woolwich has a long military history and the construction of the current Royal Artillery Barracks buildings began in 1776.

### Other Venues . . .

**Regent's Park - Road cycling:** Another of London's famous Royal Parks, Regent's Park has been open to the public since 1845. The park was originally appropriated by King Henry VIII for use as a hunting ground. Situated close to the Archery at Lord's Cricket Ground and the West End, Regent's Park will make a great setting for the finish of the Road Cycling events in 2012 with 3000 temporary seats built for spectators. Located to the north of London's West End, Regent's Park is the largest grass area for sports in Central London and is also home to an Open Air Theatre and London Zoo.





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**Wembley Stadium - Soccer:** A leisure ground since the 1880s, Wembley Stadium is home to the FA Cup, one of the world's most celebrated football competitions. In 2012, Wembley Stadium will be one of six soccer stadiums around the UK hosting football. Home of the English national football team, Wembley Stadium re-opened in 2007 following a seven year redevelopment. It seats 90,000 spectators and comes complete with sliding roof to protect against bad weather. The new stadium's arch soars over 130m into the sky, more than four times the height of the towers of the old Wembley Stadium. Located in the northwest of London, Wembley Stadium is around six miles from the city center.

**Wembley Arena - Badminton, Rhythmic Gymnastics:** Wembley Arena, a flagship live music and sport venue, was built for the 1934 Empire Games by Sir Arthur Elvin, and originally housed a swimming pool, as reflected by its former name, the **Empire Pool**. The pool itself was last used for the 1948 Olympic Games. The building is used for music, comedy and family entertainment, and for sport. Music predominates, as the arena doesn't currently have a tenant sports team.

**Wimbledon - Tennis:** The home of the All England Lawn Tennis Club, and the setting for the internationally renowned Wimbledon tournament since 1877, this venue will host the Tennis in 2012. Wimbledon is the only remaining major grass-court Tennis venue in the world and 30,000 spectators will be able to enjoy the competition in 2012. Located in southwest London, Wimbledon is within easy reach of Kew Gardens, which was officially inscribed on the list of World Heritage Sites on July 3 2003. London Underground, train, and bus links provide transport to Wimbledon from where you can get to many other parts of London. Nearby Richmond Park, is the largest of London's Royal Parks at almost 2500 acres and is home to around 650 free roaming deer.

### [London Venues Map Download](#)

#### Venues Outside of London . . .

**Lee Valley White Water Canoe Centre - Canoe and Kayak Slalom:** Two Canoe Slalom courses will be created, including a permanent 300m competition course and a 160m warm-up course. A lake measuring 10,000 hectares will feed a system of pumps which will provide the Olympic course with 15 cubic meters of water per second – enough to fill an Olympic swimming pool every minute. The Centre will be opening to the public in spring 2011. Once complete, Lee Valley White Water Canoe Centre will have seating for 12,000 spectators.

**Hadleigh Farm -Mountain bike:** Hadleigh Farm was chosen as the alternative to the original venue for the Mountain Bike competition, Weald Country Park. This was due to the need for a more technical and challenging course, which Hadleigh Farm can provide. The venue covers a 500 acre site including land owned by the Salvation Army. It also includes the surrounding countryside of Hadleigh Castle Country Park. Hadleigh Farm is easily accessible from the M25 and A13, to the east of London. There are also regular trains from Central London. During the Games, 3,000 people will be able to watch the action from temporary grandstands, while thousands will also be able to watch from a course winding through the woods and parkland.

**Weymouth and Portland - Sailing:** Weymouth Bay and Portland Harbour will be the venue for the Olympic and Paralympic Sailing competitions and was the first London 2012 Games venue to be finished.





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**Millennium Stadium, Cardiff - Soccer:** The Millennium Stadium is in the heart of Cardiff city, on the banks of the River Taff. The Millennium Stadium has hosted many top sporting events, including FA Cup finals and the 1999 Rugby World Cup Final.

**Hampden Park, Glasgow - Soccer:** Hampden Park is the Scottish National Stadium and is situated a few miles to the south of Glasgow city centre. With 52,000 seats, it recently completed refurbishment and is now rated as a five-star venue by UEFA, the governing body of European Football. There are two train stations within five minutes walk of the ground, as well as easy access to the airport and good road links. The Scottish cup final is played here every year in May and the stadium has also hosted the final of the UEFA Champions League and the UEFA Cup final.

**St James' Park Newcastle - Soccer:** St James' Park is situated right in the city center of Newcastle-upon-Tyne in the north east of England. It is just 10 minutes walk from Newcastle Central station, and is served by numerous buses and the city's Metro service. With 52,000 seats, St James' Park is the third largest Premier League ground, behind Arsenal's Emirates Stadium and Manchester United's Old Trafford.

**City of Coventry Stadium - Soccer:** The City of Coventry Stadium is home to Championship club Coventry City. It is ideally located in the center of England.

**Old Trafford - Soccer:** One of the most famous football grounds in the world, the 'theatre of dreams' is home to Manchester United Football Club. It first opened in 1910 and recently expanded to 76,000 seats. It is the second largest football ground in the UK.

#### **Non-Competition Venue . . .**

The International Broadcast Centre/Main Press Centre (IBC/MPC) will be a 24-hour media hub for around 20,000 broadcasters, photographers and journalists - bringing the Games to an estimated four billion people worldwide. The IBC/MPC is situated in the northwest corner of the Olympic Park and combines an innovative mixture of permanent and temporary elements.

During the Games the IBC will include a 12,000 sq m catering village serving 50,000 meals per day 24 hours. There will also be a 200m-long High Street between the MPC and IBC featuring outlets such as banks, newsagents, travel agents and a post office. The MPC includes 29,000 sq m of 'green' office space with four stories of workspace for journalists and photographers.

#### **KEY WEBSITES:**

London 2012 -- <http://www.london2012.org.uk>

Visit London -- <http://www.visitlondonmediacentre.com/home/>

Visit Britain -- <http://www.visitbritain.com/en/US/>

British Life & Culture -- <http://www.woodlands-junior.kent.sch.uk/customs/questions/regions/london.htm>

TeamUSA -- <http://www.teamusa.org/>  
<http://www.facebook.com/USOlympicTeam>  
<http://twitter.com/USOlympic>  
<http://pressbox.teamusa.org>

NBC Olympics -- <http://www.nbcolympics.com>