



Olympic  
Torch Relay

## 18 May: Torch 1 Year to go announcement

Announced first 74 locations of Torch Relay route

- 66 evening celebration sites
- six island visits
- start and finish point

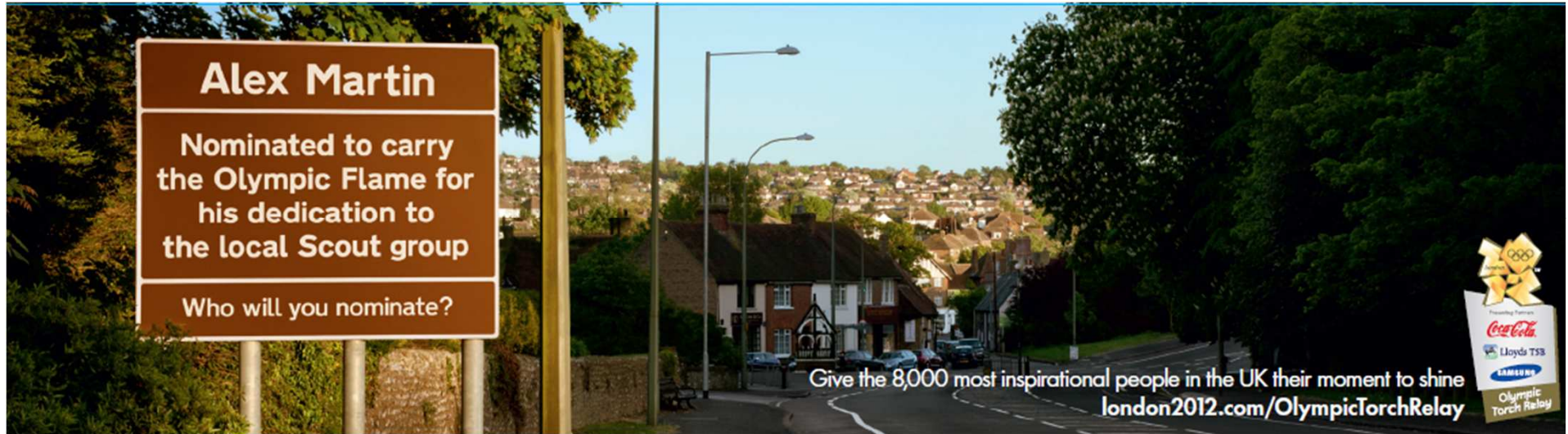
95% of the population to be within an hour's journey

Launch of LOCOG 'Moment to Shine' campaign

Together with Lloyds TSB, Coke and Samsung we are seeking 8,000 inspirational Torchbearers



# 'Moment to shine' campaign





# Local Authority involvement in Torch Relay

## Available opportunities

- Evening Celebration
- Lunchtime stop
- Route animation

The Torch physically cannot visit every LA area, but route decision taken following extensive consultation on Nations and Regions basis.



# Ongoing Local Authority engagement


## Towns and Communities on Route seminar

- Overview of seminar process
- Elected Member / officer involvement
- Feedback?
- Next steps





## Look ahead

- Ongoing discussion with Towns and Cities on route and landmarks of interest
  - Torchbearer selection process
  - Announcements on arrival point and Torchbearer uniform
  - Further route announcement in November – Communications support for Local Authorities
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**Questions?**

