



london

24 August

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# Inspire

24 August 2008 is an historic moment for the UK.

This is the day the Beijing Games draw to a close and the Olympic Flag is handed over to us.

London 2012 will put on a show as part of the Closing Ceremony in Beijing. The BBC will cover this live and there will be events around the UK.

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**'I hope you can take up our invitation to be part of history as we welcome the Games to the UK.'**

Seb Coe, Chair of the London Organising Committee of the Olympic Games and Paralympic Games

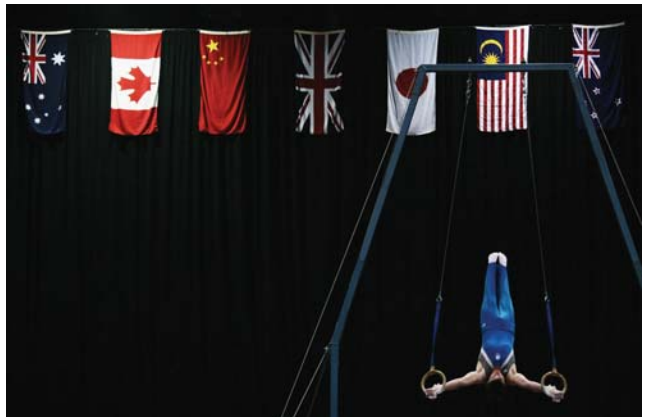
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Between 3:30-5:30pm, flags will be raised all over the UK to mark the moment when the UK becomes the next host of the Olympic Games. You can be part of it.

It will be more than just a flag raising, it is your chance to add your own local flavour to this moment of celebration.

It's also a great way to kick off the four years ahead – and of course to celebrate the bank holiday weekend in style!

We will send you the flag, here's what you can do with it...



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**24.08.08**

Marks the day that Beijing 2008 hands over the Olympic Flag to London 2012. From this point on, the UK is the next host for the Summer Olympic Games.

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**3:30–  
5:30pm**

Marks the time flags will fly in The Mall in London during a live BBC broadcast – setting off a chain of flags being raised in towns and cities across the UK.

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*join in*



# Involved

This is your invitation to create your own part of a London 2012 celebration.

If you accept our invitation, all you need to do is create a moment where your flag is raised.

This can be as small or large scale as you wish.

Here are some ideas:

- Invite a young sportsperson or inspirational community figure to raise the flag.
- Raise the flag at a local event you already have planned for the day – such as a sports demonstration or community cultural event.
- Create a London 2012-themed event – maybe a sports day or dance event.

When you raise it, why not invite your local media to cover the event?

You can also take photographs yourself and share them with us at London 2012.

## **Here are some suggestions of where you could fly your flag:**

Town, City or County Hall, park, village green, church, cathedral, museum, heritage site, castle, country park, seafront location, landmark, school, youth organisation headquarters, market place, town or city centre.

[www.london2012.com](http://www.london2012.com)

# What now?

## Here's how to get your flag...

1. Nominate someone in your organisation to lead on this London 2012 project

2. Register by 8 August 2008

Online:

**[www.london2012.com/flags](http://www.london2012.com/flags)**

By post:

Hand-Over Flags

PO Box 2189

Fordingbridge SP6 9AB

Or contact:

Bruno Peek, OBE, MVO

Tel: 01425 656668

Fax: 01425 656181

Email: [hand-overflags@btconnect.com](mailto:hand-overflags@btconnect.com)

3. Start planning your unique moment

The flag will be sent to you on 11 August 2008

## Protecting the brand

The Olympic brand is London 2012's most valuable asset. To protect this value, your flag raising moment should not be commercialised in any way.

This means no commercial organisation or product can be promoted in connection with the flag raising moment. We have provided some guidance as part of the online registration form. Please read this carefully as by accepting our invitation to join this UK-wide event you are confirming you will work with us to protect the brand and follow the guidelines.

**[2012.com/flags](http://2012.com/flags)**

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*[www.london2012.com/flags](http://www.london2012.com/flags)*

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