

department for
**culture, media
and sport**



S

047/10
30 March 2010

release

25th Hour campaign launched to inspire London 2012 legacy

**Thousands of people to get exclusive preview of the
Opening Ceremony as a reward for giving time**

A nationwide campaign which aims to use the inspirational power of the Olympic and Paralympic Games to motivate the British public to give time in their communities was unveiled today.

The 25th Hour campaign, which has received the London 2012 Inspire Mark, will build over the next 28 months to create a lasting legacy that will touch all parts of the UK. It will be launched at the Olympic Park in East London by Olympics Minister Tessa Jowell, LOCOG Chair Seb Coe and Terry Ryall, Chief Executive of **v**, the National Young Volunteers' Service.

The 25th Hour, which is separate to the official London 2012 Volunteer programme, is based on the idea that we can all find the extra hour and more to make a difference.

It will tap into the existing enthusiasm among individuals to give time to the places where they live and work. A recent survey

on attitudes to London 2012 for DCMS showed that a third of people in the UK say they would give up their time for an Olympic-inspired activity - with even greater enthusiasm among young people, 48 per cent of whom say they would give up their time.

The 25th Hour will also celebrate the outstanding contributions of exceptional time givers with a range of Olympic-themed awards, including 2,012 pairs of tickets to a unique money can't buy moment - the chance to see the dress rehearsal of the 2012 Olympic Games Opening Ceremony.

And because the 25th Hour is a national movement, the campaign will use one day every year to celebrate our achievements together. In October, when the clocks go back and we are all given a *real* 25th Hour, there will be a national celebration of giving time.

25th Hour supporters will be able to pledge their time via the campaign's website - www.the25thhour.org - developed by **v**, the National Young Volunteers' Service. From June this year the site will link people directly to opportunities to give time in their area. People can sign up now to show their support for the 25th Hour and receive updates on campaign activity.


Minister for the Olympic and Paralympic Games Tessa Jowell said:

"Millions of people want to be involved in the Olympics when it comes. This campaign will give them a chance to do that by pledging their time to get involved in their communities and by doing so having the chance to go see the dress rehearsal of the opening ceremony. It's not just for people who like sport either.

Whether you love culture, education or the environment, this is a movement everyone can be a part of."

Chair of LOCOG Sebastian Coe said: "Our vision is to use the power of the Games to inspire lasting change. They offer a once-in-a-lifetime opportunity to do something extraordinary, to inspire everyone to use their passion to help others. The 25th Hour will allow all of us to make a contribution and achieve our own personal best and leave a lasting legacy in our communities."

The Mayor of London, Boris Johnson, said: "The London 2012 Games bring with them a once in a lifetime opportunity to tap into people's enthusiasm for giving their time. Most people don't realise the positive impact one hour can make and the 25th hour campaign will help the many organisations in the capital and across the country that are looking for people to devote their time, energy and skills. There is great work in promoting volunteering already underway in London and I am championing at every opportunity the important role volunteers have to play before, during and after the Games".

Dame Tanni-Grey-Thompson, Britain's most successful ever paralympian and trustee of  - The National Young Volunteers' Service said: "We're delighted to be supporting the 25th hour campaign, using the power of 2012 to harness the talents, energy and enthusiasm of new generation of young volunteers. The 25th Hour will inspire all of us, and especially young people, to make a contribution and achieve our own Personal Best. Together we can achieve something extraordinary if we find a little extra time."

Minister for Sport Gerry Sutcliffe said:

"Volunteers are often seen as the unsung heroes of our communities, but this is about to change. From coaching to helping out with kit and catering, people who give their time for the good of their local area will not only feel personally rewarded but will be in with a chance to be the first to see the dress rehearsal of the Olympics opening ceremony in 2012. I would urge everyone across the country to get involved and play their part in this once-in-a-lifetime opportunity."

The 25th Hour is already backed by a coalition of national sports organisations, charities and voluntary organisations.

In the coming months coalition members will create bespoke projects and opportunities inspired by 2012, enabling individuals to give their time to causes they care about in their local area.

The campaign will continue to recruit more organisations as it builds towards summer 2012 and the website will develop to direct people to available opportunities, allowing them to search by postcode and personal interest as well as post their personal experiences of giving time.

To find out more about how to give time visit www.the25thhour.org

Notes to Editors

1. The campaign is supported by a coalition of organisations including: v - The National Young Volunteers' Service, Paralympics GB, UK Athletics, British Cycling, Amateur Boxing Association of England, The Football Association, England and Wales Cricket Board, Rugby Football Union, Access Sport, UK Sport, English Federation of Disability

Sport, London Coaching Foundation, CCPR, British Red Cross, Marie Curie Cancer Care, British Heart Foundation, Cancer Research UK, Macmillan Cancer Support, Breast Cancer Care, Catch22, Volunteering England, Volunteer Development Scotland, Wales Council for Voluntary Action, Volunteer Development Agency, National Association for Voluntary and Community Action, Youthnet, UK Youth, Clubs for Young People, Duke of Edinburgh's Award, Dame Kelly Holmes Legacy Trust, Media Trust, BTCV, The Waterways Trust, Natural England and Society of Editors.

2. The campaign is being led by the Government Olympic Executive, the London Organising Committee for the Olympic Games, and v - The National Young Volunteers' Service. It is being funded by the Department for Culture, Media and Sport, the Department of Environment, Food and Rural Affairs, the Department for Business Innovations and Skills, the Department for Work and Pensions, the Department for Communities and Local Government and v - the National Young Volunteer's Service.
3. v, The National Young Volunteers' Service aims to inspire a new generation of volunteers (aged 16-25) across England. It does this by creating a diverse range of volunteering opportunities to help young people take action to improve lives, communities and the planet. Please visit www.vinspired.com.
4. **London 2012 Inspire programme:** An Olympic and Paralympic first, the London 2012 Inspire programme officially recognises outstanding non-commercial projects and events inspired by the Games. The Inspire programme is run by the London Organising Committee of the Olympic and Paralympic

Games. It is an opportunity for everyone to be a part of the London 2012 Games - a broad participation programme spanning sport participation, education, sustainability, volunteering, and business opportunities & skills. New opportunities are being created to inspire young people and encourage the whole of the UK to join in.

For more details visit www.london2012.com/beinspired.

For more information on the 25th Hour campaign, including images of campaign branding or spokespeople for media use, please contact media@the25thhour.org or call 0207 260 2700

DCMS press enquiries: 020 7211 6274

Out of hours telephone pager: 07699 751153

Public enquiries: 020 7211 6200

www.culture.gov.uk