

29 March 2010, for immediate release

### **v announces new Olympic-inspired programme - 'My TwentyTwelve'**

v is delighted to announce its plans to work with 20 partner organisations across England to deliver the new My TwentyTwelve programme, which aims to inspire and connect young people to the magic of the 2012 Olympic & Paralympic Games.

The new My TwentyTwelve programme aims to inspire young people to give time to causes they care about, helping to connect communities to the excitement and opportunities of the forthcoming 2012 Olympic & Paralympic Games.

A recent survey on attitudes to London 2012 for the Department for Culture, Media & Sport (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.

v intends to tap into this enthusiasm, working with partners to create bespoke Olympic-inspired projects around five themes of Culture, Education, Environment, Health & Sport. Terry Ryall, v's Chief Executive said:

"v is committed to strengthening the role of young people in society, enabling them to reap the benefits from the legacy of the 2012 Olympic and Paralympics Games. We're delighted to be working with 20 new partners based in locations around England, using the power of 2012 to harness the talents, energy and enthusiasm of new generation of young volunteers."

My TwentyTwelve programme partners are now in the process of developing their project and recruitment plans, with delivery commencing from **1 July 2010**. Further details about projects and volunteering opportunities will appear on [www.vinspired.com](http://www.vinspired.com) soon.

#### **My 2012 Programme Partners**

Addaction  
Amateur Swimming Association  
Centrepoint  
Dada Festival  
Eating Disorders Association  
England Volleyball  
Great Ormond Street Hospital

## Press Statement

Gymnastics England  
Sampad  
Surfers Against Sewage  
Terrence Higgins Trust  
The Eden Project  
The Lowry  
The National Trust  
The Who Cares Trust  
Tyne & Wear Museums  
First Light Movies  
The Drum  
Coalfields Regeneration Trust  
University for the Creative Arts

My TwentyTwelve forms part of v's Olympic & Paralympic Legacy Programme. Other Olympic-inspired initiatives that v is supporting include:

- a bespoke 2012 v<sup>cashpoint</sup> fund, enabling young people to apply for funding to run their own Olympic-inspired projects: [www.vinspired.com/vcashpoint](http://www.vinspired.com/vcashpoint)
- The BP Young Leaders programme, which will recruit 100 Young Leaders from across England to engage and inspire their communities in the lead up to London 2012: <http://www.london2012.com/get-involved/volunteering/young-leaders-programme/index.php>
- the 25<sup>th</sup> Hour Social Legacy campaign which aims to motivate the British Public to give time to their communities: [www.25thhour.org](http://www.25thhour.org)

**Ends**

For further information please contact Paul Werb, Communications Manager, v, at [paul.werb@vinspired.com](mailto:paul.werb@vinspired.com) or 0207 960 7011

# Press Statement



## Notes to Editors

1. **v, The National Young Volunteers Service** aims to inspire a new generation of volunteers (aged 16-25) in England. It does this by funding voluntary organisations all over England to create inspiring, diverse opportunities and by helping to overcome barriers that stop people from taking action to improve lives, communities and the planet.
2. **v's** aim is to create a culture where volunteering comes naturally and where the benefits of volunteering are understood and celebrated.
3. **v** is an independent charity launched in May 2006 as a result of the Russell Commission report, A National Framework for Youth Action and Engagement.

Visit [www.vinspired.com](http://www.vinspired.com)