

# **Council encourages all communities in Cornwall to take part in Cornwall Celebrates 2012**

7 November 2011

**\*\*\*\* press / photo opportunity \*\*\*\***

**Key representatives from Cornwall's Olympic Torch organising committee will be available to meet the media at New County Hall, Truro at 11 am on Monday , 7 November. Taking part will be Alec Robertson, Leader of Cornwall Council. Chris Ridgers, Portfolio holder for Economy and Regeneration, Mrs Pat Harvey, Chairman of Cornwall Council, Tom Flanagan. the Council's Corporate Director for Environment, Planning and Economy, Malcolm Bell, Head of Tourism at Cornwall Development Company, Gaynor Coley, Managing Director of the Eden Project and James St Aubyn, from St Michael's Mount.**

Details of the route the Olympic Torch Relay will take through Cornwall on Saturday, 19 May 2012 , the First Day of its historic journey through the UK, have been released today by the London Organising Committee of the Olympic and Paralympic Games (LOCOG).

News that Land's End had been chosen as the starting point for the 2012 Olympic celebrations was announced earlier this year. Since then LOCOG has been working on drawing up the list of more than 1,000 villages, towns and cities, through which the Olympic Flame will be carried by Torchbearers during the London 2012 Olympic Torch Relay which is presented by Coca-Cola, Lloyds TSB and Samsung.

The route announced by LOCOG today will see the Olympic Torch carried through 20 towns and villages in Cornwall on 19 May. Starting in Land's

End, it will then travel through Sennen, Newlyn, Penzance, Marazion, Rosudgeon, Ashton, Breage, Helston, Falmouth, Truro, Newquay, St Stephen, St Austell, Stenalees, Bugle, Lanivet, Bodmin, Liskeard and Saltash before crossing into Devon on the Tamar Bridge at the end of the day. Along the route iconic landmarks, such as St Michael's Mount and The Eden Project, have been chosen by LOCOG as a focus for photo opportunities for the world's media.

On leaving Land's End, the Olympic Flame will travel an estimated 8,000 miles around the UK giving thousands of communities and individuals their moment to shine as the Olympic Torch comes to a place near them. Details of the route announced today means that the Olympic Flame will be taken to within an hour's journey time of 95% of the population. The street by street detail of the route will be confirmed next year. People can view the interactive map at [www.london2012.com/olympictorchrelaymap](http://www.london2012.com/olympictorchrelaymap) to find their nearest community through which the Olympic Flame will be carried.

**"This is a hugely important day for Cornwall and we hope that everyone will join in the celebrations"** said Council Leader Alec Robertson. **"While we appreciate that some communities may be disappointed that LOCOG have not chosen their particular town or village as part of the official route, this does not mean that they won't be able to join in the party as the aim is for these areas to host the Olympic Torch Relay on behalf of their surrounding communities"**.

**"We want every town and village to be part of Cornwall Celebrates 2012 and hope that local people and communities from across Cornwall will join together to come up with innovative ways of marking this very special day"**.

Sebastian Coe, Chair of LOCOG, said: **'We are thrilled to confirm that these 20 towns and villages will act as host locations for the Olympic Flame, extending an invitation to people in Cornwall to**

**welcome the Olympic Torch Relay during its journey around the UK. This is the UK's moment to shine and I want to encourage people across Cornwall to start planning how they can be part of this once in a lifetime opportunity and show their support for the inspirational Torchbearers chosen to carry the Olympic Flame as we count down to the start of the Olympic Games."**

On the final day of the Olympic Torch Relay, it is LOCOG's intention that the Olympic Flame will travel down the River Thames as it makes its way to the Olympic Stadium on 27 July 2012 for the lighting of the cauldron at the Opening Ceremony, signifying the official start of the London 2012 Olympic Games.

Following today's announcement of the route through Cornwall, members of the Community Task Force set up to co-ordinate Cornwall's preparations for the Olympic Torch Relay will be meeting with representatives of the 20 towns and villages for preliminary discussions on plans for celebrations in their local areas. This meeting, which will take place at County Hall on 15 November, will be hosted by the Chairman of the Council. As well as discussions on possible events and activities, the representatives will be given information on issues such as traffic management, street decoration, marketing and engagement with nearby communities to make the most of this once in a lifetime opportunity for Cornwall.

**"May 19 will be the starting pistol for the 2012 games and the world's media spotlight will be shining on Cornwall"** said Malcolm Bell, Head of Tourism at Cornwall Development Company. **"We will be able to showcase what Cornwall has to offer and why it is Britain's favourite tourist destination"**.

**"This is an amazing honour for Cornwall to celebrate our county, our culture and our ambitions for the future."**

Gaynor Coley, Managing Director of the Eden Project, said: **“The Olympic Flame is designed to spread the message of peace, unity and friendship so it will be a very special day for all of us in our beautiful county. We want as many of our friends and neighbours as possible to join us here at Eden for the momentous occasion to show that in difficult times ordinary people working together can build a symbol of regeneration that provides a beacon of hope from Cornwall to the rest of the world. ”**

James St Aubyn, from St Michael’s Mount said **“It will be a proud day for West Cornwall when the Olympic Torch starts its journey here, and a wonderful opportunity for us to show the world what a magical destination this is.”**

The next key milestone in the preparations will be the announcement of the people who have been chosen by LOCOG to carry the Olympic Flame through Cornwall. The Olympic Flame will be carried across the UK by 8,000 inspirational Torchbearers each of whom will have a story of personal achievement and / or contribution to the local community.

LOCOG will be contacting successful nominees with a conditional offer in December, with final Torchbearer places starting to be confirmed from February 2012 onwards.

Further information on the preparations taking place for the Olympic Torch Relay in Cornwall is available on the Council’s website [www.cornwall.gov.uk](http://www.cornwall.gov.uk) or by telephoning 0300 1234 100 . General information on the London Olympics is available on the LOCOG website - [www.london2012.com](http://www.london2012.com)

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**Notes to editors**

LOCOG (London Organising Committee for the Olympic Games) are responsible for organising the Olympic Torch Relay on its journey through the UK.

On behalf of Cornwall Council, Cornwall Development Company is responsible for the coordination of the Olympic Torch Relay through Cornwall.

Cornwall Development Company Ltd is the economic development company for Cornwall Council and its mission is to achieve sustainable prosperity for all in Cornwall and the Isles of Scilly.

Please find attached a briefing note about the Olympic Torch relay, a list of frequently asked questions and contact details for the 20 communities on the route.