



A Host for 2012


Celebrating Participating

Tickets

Tickets for the Olympic Games go on sale in March 2011 and there will be a range of prices and initiatives to make tickets as accessible as possible. Following detailed venue and sport schedule analysis, 800,000 more tickets will be made available than announced in March this year.

Key facts about the ticket price strategy include:

- 8.8 million tickets will be available for the Olympic Games
- 75 % of tickets on sale to the public from March 2011
- 90 % of tickets £100 or under
- Two-thirds of tickets £50 or under
- 2.5 million tickets £20 or under
- Young people 16 and under benefit from 'Pay Your Age' scheme
- People aged 60+ pay £16



Ticket prices will be per session, the length of which will vary from sport to sport. There will be 649 separate ticketed sessions across the 26 sports during the Olympic Games. All tickets for events in and around London will include a travelcard, and LOCOG has absorbed the impact of the recent VAT increase to ensure tickets represent the best possible value for spectators.

Tickets for young people, schools... and over 60s

London 2012 has also revealed details of an exciting new scheme, 'London 2012 Ticketshare'. For your children to be eligible for free tickets, their school must be part of the LOCOG Get Set Network, their teacher should know if this is the case, but please check. The Mayor of London has done a series of deals to bring over 120,000 free tickets to the Children in the Capital. There will also be some tickets for schools through the Government sponsored Olympic and Paralympic-style sports competition.

A 'Pay Your Age' scheme will also operate for over 200 Olympic Games sessions. This will see anyone who is 16 and under at the start of the Games pay their age, so if you are 11 during the Games, you will pay £11 for your ticket; if you are 9 it will be £9 and so on – and anyone aged 60 and over will pay just £16. A total of 1.3 million tickets will be available through this scheme.

More tickets for disabled people than ever before

London 2012 will have more tickets on sale for disabled people than any previous Olympic Games. Using the highly accessible ticketing website, there will be seating options available for visually impaired and hearing impaired people, as well as those who cannot manage steps and wheelchair users. In addition, the cost of a ticket for a wheelchair space will include the cost of one companion seat next to it.

To sign up for tickets visit
<http://www.tickets.london2012.com/>



Cultural Olympiad

The Cultural Olympiad is part of the Olympic and Paralympic Games, and it's happening now. It brings together sport and the arts as part of the Olympic spirit. There is a series of events between now and 2012 celebrating Hackney's diverse communities and helping to develop the borough's creative people. You can get involved in a lot of the things happening to do with the Games – get in touch with Hackney's 2012 Cultural Officer to find out more.

Hackney's role

Hackney is the lead on culture among the five London boroughs hosting the Games. We want to use the Games:

- To support community organisations in presenting cultural activities
- To help develop Hackney's creative and cultural industries
- To ensure that Hackney's diverse communities all have the opportunity to showcase their culture and contribute to the Cultural Olympiad
- To maximise the coverage of Hackney's cultural events

What's going on

CREATE

CREATE is a multi-disciplinary London summer arts festival, presenting London's vibrant richness: music, dance, crafts, theatre, carnivals, parades, exhibitions and more. There is a lot going on in Hackney as part of CREATE – find out more at createlondon.org

Hackney One Carnival

Hackney One Carnival returns to the borough for its third year on Sunday 8 August 2010, showing off the best of Hackney with colourful costumes, energetic dance, fantastic food and uplifting music. Last year 7,500 Hackney residents came together as a whole community en route to, and in, Hackney Downs Park to celebrate the cultures that make our borough so special.

Hackney has long been home to a host of carnival organisations. The council's 2012 Unit is focusing on encouraging communities not traditionally involved in the One Carnival to become part of the fun. The aim is for them to showcase their heritage, which makes Hackney the vibrant place that it is. To find out more, contact the Cultural Officer at the 2012 Unit in Hackney Council (details overleaf).



Hackney Fringe

The Hackney Fringe festival aims to promote local arts and cultural activities, building, strengthening the profile and number of attendees every year. So, in 2012 when the world focuses on the Olympic and Paralympic Games we can show them how truly culturally diverse and creative a borough we really are. The amount of media opportunities for local events will be huge during the period of the Games. These Games offer us a unique opportunity to showcase the great cultural activities and events that we're proud of.

Developing Hackney's cultural organisations

Hackney is using the Cultural Olympiad as an inspiration to help develop local arts and community organisations. We are helping to strengthen individuals and communities in Hackney's creative groups – there are plenty of opportunities for training in running a successful organisation. Get in touch with the 2012 Unit to find out more.

Get involved

If you're a community organisation, involved in the arts in Hackney or just want to find out more about what's going on, get in touch with the Cultural Officer at Hackney Council's 2012 unit.

Find out more

For more information, please contact

- The 2012 Olympic and Paralympic Games Unit
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