

## T1 “Lord Coe Unveils London Olympics Motto: ‘Inspire a Generation’”

### Assignments

A The London Olympics have been said by Sebastian Coe, chairman of the London 2012 Games organizing committee, to “provide a symphony of inspiration”. What do you understand by this phrase?

**With surveys showing the nation split on value of hosting Games, Coe says London 2012 will be a ‘symphony of inspiration’**

By Owen Gibson, Olympics editor

With 100 days to go until the opening ceremony, London 2012 organisers have vowed the Olympic Games will provide a “symphony of inspiration”.

With survey results showing the nation split on the value of hosting the Games, the London 2012 chairman, Lord Coe, unveiled the motto for the London Olympics – “Inspire a generation” – at an event in Kew Gardens.

“Every one of those individual performances will create a symphony of inspiration that will create lasting change,” said Coe, the chairman of the London 2012 organising committee, Locog.

The organising committee made a series of announcements to mark the milestone, confirming that the Red Arrows would fly over locations in Belfast, Cardiff, Edinburgh and London to mark the opening ceremony on 27 July.

The 22 sites throughout the UK will show the Games on 69 big screens to an estimated 500,000 people. They will also feature “have a go” sessions for Olympic sports.

The latest set of giant Olympic rings to grace the capital were also unveiled at Kew, planted underneath the Heathrow flight path. Forty “Coubertin Oaks” are to be planted across the country, named after the founder of the modern Games.

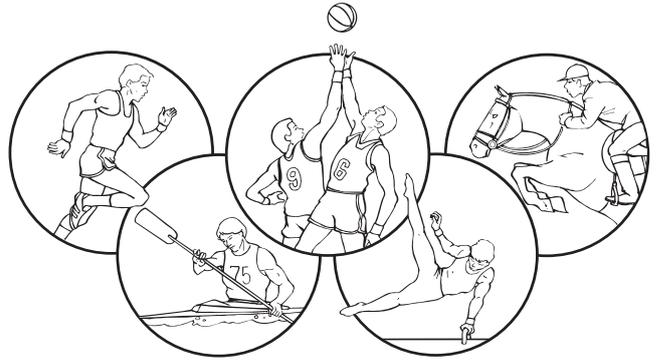
In the face of renewed warnings from the shadow Olympics minister, Tessa Jowell, that cuts to the ring-fenced school sport budget would harm the Olympic legacy, the Olympics minister, Hugh Robertson, insisted the Games would “change British sport forever”.

The culture secretary, Jeremy Hunt, insisted the government was “absolutely committed” to honouring the legacy promises made by Coe in 2005 to secure the Games, including inspiring more young people to get involved in sport.

“My job is to underline to the people of Britain just why this is all worth it. The first is the enormous effort that has been made to make sure this is everyone’s Games,” he said.

“The other reason is the economic legacy. The regeneration of Stratford simply wouldn’t have happened without the Olympics and it’s something we’re all incredibly proud of. It will also boost investment and tourism in Britain.”

Hunt has been travelling the globe to push the government’s £100m Great Britain campaign to encourage inward investment and tourism.



He refused to say whether Syrian government officials with senior positions in the country’s Olympic committee would be banned from entering the country.

“We think sport should go beyond politics. Britain has a view on human rights that is different to many countries around the world. But the power of an event where 204 countries come together in friendship is one of the best engines for change,” he said.

“We should look at what the Olympics can change, but not use it as an opportunity to preach about our values where there are many other forums where that can happen.”

Pressed further, Hunt added: “All EU travel bans and UK travel bans remain in place. We are being careful about who we allow to come to these Games. But in the end, there will be people who come to these Games whose political views we disagree with. The point of the Olympic Games is to bring people together.”

A BBC poll found that 64% of taxpayers thought the Olympics had cost too much. Another survey, by YouGov for the Evening Standard, found the population of the capital roughly split on whether they were looking forward to the Games. In the country as a whole, 53% said they weren’t interested, against 45% who said they were.

Organisers said they were relaxed about the findings, expecting excitement to build when the torch relay begins next month. Coe claimed 9 million people would line the route of the 70-day relay and pointed to the “economic dividend” that had already been delivered.