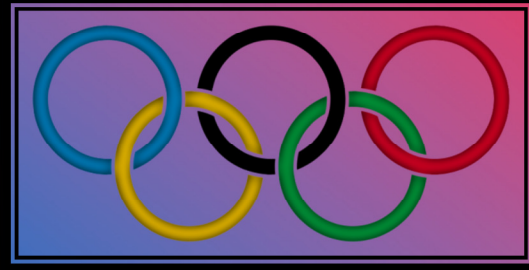


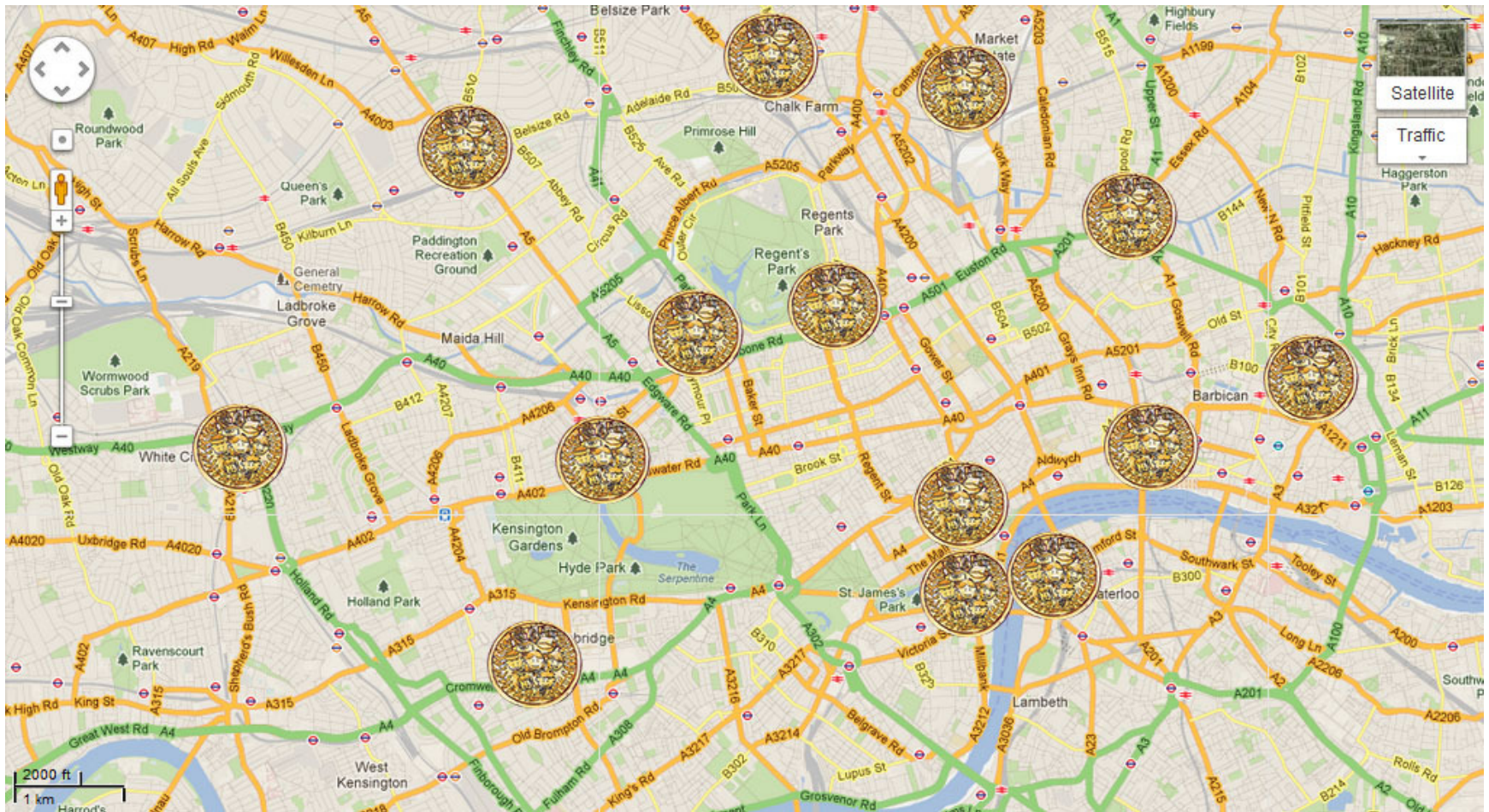
The PersonOlympics is a project set on appreciating the people who really make London thrive. During this time of international pride, it's important to remember the every-day Londoners of the city, and appreciate all that they do for us. The project is geared towards both tourists visiting London, and local London workers, with different aspects aimed at the different groups. Anyone can pick up free gold medals at designated locations, then award the medal to a local worker who they feel is doing his or her part to make London a better place. This will give the workers a sense of appreciation for all that they do, and allow visitors to connect with the city on a much more personal level than previously possible.

Medals will be available all throughout the city at booths in major hubs of activity, such as Kings Cross, Tube stations, and airports. The event doesn't have one central location, it's taking place everywhere that people work. Content will be pulled together from all of the different contributors on a website that features photos and videos of medals being awarded. This will help workers be further recognized, and allow people from all over the world see how much we care about London's work force. Content from the site could even be featured during the actual Olympic games.

At each booth, visitors could pick up medals, talk to volunteers manning the booth about the project, see maps of where they can get more medals, and watch slideshows of photos from the website. Placing these booths in high-traffic areas will get the program attention, and once tourists start seeing workers being featured during the games even more people are sure to participate.

From what we have seen, the workers of the city will love the project. We walked around giving out sample paper medals to people, and watched as their faces lit up from the appreciation. Imagine what it would be like if tens of thousands of people gave medals to all the workers in the city, along with their sincere thanks for all that they do. The PersonOlympics would really demonstrate the quality of the people of London, and the world.











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