



save the date

The return of London 2012's 'Open Weekend'

Last September, all over the UK, **more than 750,000 people** took part in the first 'Open Weekend' to launch the London 2012 Cultural Olympiad. **More than 80% of the events were created specifically for Open Weekend and half resulted in new participants.** Due to popular demand, the event will return in 2009 - it will be bigger and better, **incorporating cultural, sporting and environmental initiatives.**

This year's Open Weekend will take place between **24-26 July 2009** and will be part of the celebrations to mark the three year countdown to the opening ceremony of the Olympic Games on 27th July 2012.

Now is the time to save the date and start thinking of events that could help us celebrate. More details will be announced very soon and will be available via the London 2012 website – www.london2012.com/culture

Join in and be part of this year's Open Weekend.