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PRESS INFORMATION

MAJOR ROLE FOR SLS AT SPECIAL OLYMPICS GB NATIONAL SUMMER GAMES

UK event Look contractor SLS added a special dimension to this year's Special Olympics at Leicester, the UK's largest multi-sport summer event, held from 25th - 31st July. The event took place across 22 venues, offering an extensive list of sporting activities, including football, swimming, athletics, judo, equestrianism and table tennis.

Working in collaboration with hosts Leicester Games 2009 Ltd and games marketing director Lou Holland, SLS was responsible for delivering branding and signage across all 22 venues. In addition to the Walkers Stadium, where the opening ceremony took place, locations included city parks, public, voluntary and private sector sports centres, community halls and schools, across Leicestershire & Rutland.

SLS provided a comprehensive range of items, including: fence scrim, flagpoles, correx, podium branding, vinyl banners, hanging banners, stadium seat kill, screen branding and tablecloths.

The Special Olympics involved more than 2,700 athletes from across the UK, plus some 1,200 coaches and a further 1,500 supporting volunteers. As a cost-effective measure to prevent over-production of branding and signage, certain items were transported from venue to venue, meaning that a smooth installation process was crucial. The SLS installation process involved a four-man team working around the clock throughout the week to ensure this happened.

The bright, colourful Special Olympics artwork was designed by Gurdeep Sian, Brand Manager for the event, where vibrant blues and oranges were the outstanding colours to project the unique brand image across the venues.

Giles Stanford, SLS Managing Director, said: "We had great fun working on the Special Olympics - the SLS team worked tirelessly to ensure that the series of installations ran smoothly and on time and we were thoroughly delighted with the results. It was an exciting challenge for us to be able to demonstrate our logistical expertise across 22 different venues and be involved in such a world class event".

Steve Humphries, Games Director for the Special Olympics said - "To deliver a World class event experience requires everyone to be at the top of their game. SLS more than played their part in ensuring the Special Olympics 2009, Leicester proved a most memorable and fun-tastic occasion for all involved. A World class branding and dress delivery from a World class team."





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Special Olympics Great Britain

The Special Olympics is an international non-profit organisation dedicated to empowering individuals to become physically fit, productive and respected through sports training and competition. It provides year-round sports training and athletic competition for more than 2.25 million children and adults around the globe. In 1988 it was recognised by the IOC as the third member of the Olympic family, and is the only organisation authorised by the IOC to use the word "Olympics" in its title.

Special Olympics Great Britain was established in 1978 and currently serves more than 8,000 athletes who take part in year-round sports training and competition programmes. It is a registered charity and the Patron of this year's Summer Games in Leicester is Martin Johnson.

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