

London 2012 Olympic Mascot: Wenlock

Who is Wenlock?

Wenlock is the official Olympic Mascot for London 2012. Wenlock was created from the last drops of steel left over from the girders made for the Olympic Stadium.

What is Wenlock's mission?

To learn about all the Olympic sports before summer 2012 and will do this by travelling around the UK. Wenlock also wants to make as many friends as possible along the way and wears friendship bands in the five Olympic colours to represent the friends that Wenlock has from all over the world.

What does Wenlock represent?

Wenlock has a number of interesting features that reflect elements of the Olympics and London:

The "W" light reflects London taxis

The three spikes on Wenlock's head represent the podium where athletes will collect their medals

Wenlock's one eye is actually a video camera so that it can record everything that it sees

The bracelets are friendship bands in the colours of the five Olympic rings



Where does Wenlock's name come from?

The Olympic mascot gets its name from the small town of Much Wenlock in Shropshire, which is considered by many as the birthplace of the modern Olympics.

Baron Pierre de Coubertin, the founder of the modern Olympic movement, visited the town in 1890 to view the Wenlock Olympian Games organised by Dr. William Penny Brookes.

The Wenlock Games impressed de Coubertin so much that he used their ideals as the basis of an international sporting competition which marked the beginning of the modern Olympic Games in 1896 in Athens.

How do I meet Wenlock?

Wenlock will be touring the UK in the build up to the Games taking part in many London 2012 events such as Open Weekend, Inspire Mark projects and regional campaigns.

Wenlock is also available as competition prizes and rewards for schools that are reflecting the Olympic and Paralympic values through the Get Set Education programme.

Schools can register at getset.london2012.com to find out more details.

How can I interact with Wenlock?

You can follow Wenlock on twitter and facebook to keep up-to-date with Wenlock's activity. You can also upload pictures of artwork or things you have done around London 2012 to the mascots homepage at www.london2012.com for comments and other people to see.

Where do I find out more information about Wenlock?

Websites

London 2012: www.london2012.com/mascots

Get Set: www.getset.london2012.com

Social Media

Twitter: www.twitter.com/iamwenlock

Facebook: www.facebook.com/iamwenlock

