

# Discovering Places

## launches 23 – 25 July 2010



Discovering Places is part of the London 2012 Cultural Olympiad.

Everybody has hidden gems on their doorstep but few of us have discovered them or the stories they have to tell. Discovering Places aims to change that. The project will intrigue and surprise people, giving them the opportunity to discover, explore and be inspired by the UK's hidden gems. These might be historic or contemporary buildings, public spaces or natural places in and around the cities, towns and villages where we live and work.

We are launching Discovering Places on 23 – 25 July as part of London 2012 Open Weekend, the annual UK-wide celebration counting down to the Olympic and Paralympic Games.

### Would you like to help us deliver this?

Discovering Places will present a distinct aspect focusing on the natural, historic and built environment as part of this London 2012 event. What we are looking for is events and activities across the UK targeting new audiences, perhaps by forming new collaborations with local partners, to shine a spotlight on the local environment and the fantastic array of things just around the corner from people's homes and communities.

### What is the benefit of joining in?

- be part of London 2012 through Discovering Places
- use the nation's interest and awareness of London 2012 to reach new audiences and raise your profile
- be part of both Open Weekend and Discovering Places' nationwide media and PR campaign
- be included in the event listings on the London 2012 website
- gain further opportunities to showcase your activity and share people's stories of their experience via the London 2012 website

### What are the criteria for taking part?

- takes place between 23 - 25 July 2010
- sets a challenge that the public participate in that encourages people to try something new or take an interest to the next level
- is non-commercial and not-for-profit
- does not have any commercial sponsorship or offer any similar marketing rights
- is free at the point of access
- actively engages participants in the natural, built or historic environment
- seeks to attract a new audience

### What to do if you want to be part of the launch of Discovering Places?

Register online with London 2012 Open Weekend at [Open Weekend \(www.london2012.com/get-involved/openweekend/\)](http://www.london2012.com/get-involved/openweekend/) and tick the box to be part of the launch of Discovering Places.

To find out more about Discovering Places email [c.bull@theheritagealliance.org.uk](mailto:c.bull@theheritagealliance.org.uk).

If this timescale doesn't work for you, there will be other opportunities to get involved with Discovering Places so please keep in touch.



**Explore somewhere new**  
**Invite someone new**  
**Share the story**