

London 2012 Pledges to Connect with Kids Online

London 2012 is set to harness all available new media in a bid to deliver on its promise to get youngsters involved in sport, according to LOCOG chairman Sebastian Coe.

Speaking at the opening day of general sessions at the prestigious SportAccord conference in Beijing earlier today, he told an audience of world sports leaders that today's youngsters faced an array of 'digital distractions' which were driving them away from playing fields and contributing to an epidemic of obesity whose legacy may be the first generation to have a shorter life expectation than that of its parents.

"How do we fix this? Kids have access to new media virtually 24 hours a day. Let's use these channels to our advantage so that the internet and other new media inspire this generation in the same way that I was inspired by TV," he said.

"The power of the screen is both a challenge and an opportunity because young people both consume and create content today. Digital channels are exciting and we must embrace them." Multi gold medal winner Coe pledged that new media and technology would be at the heart of the way that the London Games are presented and 'they are also King when it comes to getting youngsters involved.'

"We will connect kids to the Games like never before," he said.

London's new media strategy will create opportunities for youngsters to run Olympic blogs to share their views of the games and Olympic matters. He even suggested there may be a Second Life game based on the 2012 Games.

London 2012 will be available anytime, any place and anywhere through new media which will play an important role in fulfilling the vision we outlined in Singapore (when winning the bid)." He said.

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