

BARCELONA '92 THE GAMES ON THE MOVE

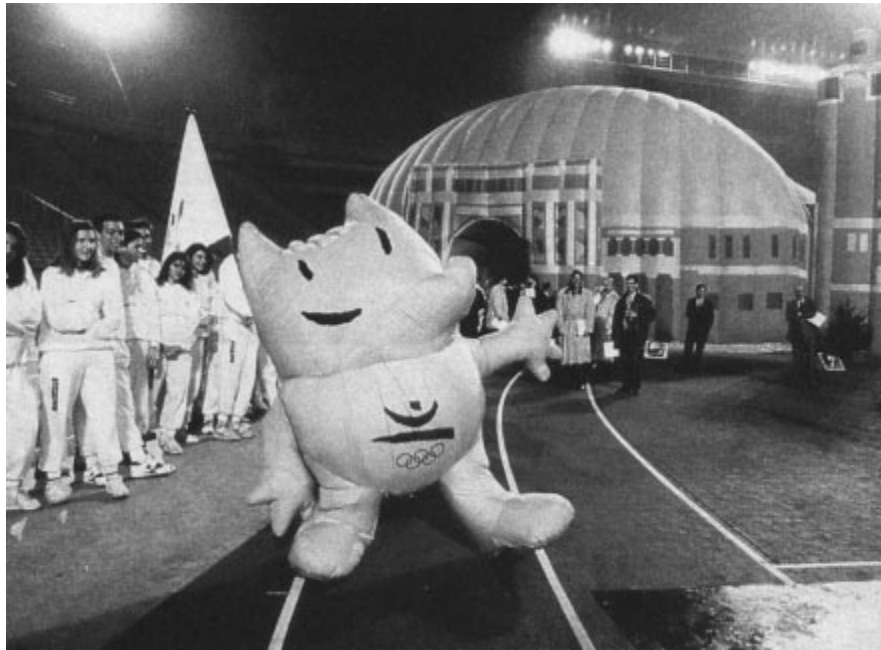
On 31st January last, Prince Felipe de Asturias, the honorary President of the General Assembly of COOB'92, inaugurated the travelling exhibition "Barcelona '92 - a goal for everyone" on display at the Sports Palace in Madrid before moving on to Seville and subsequently visiting each of the regional capitals in a year-long tour aimed at spreading "the magic of the Games and the Olympic city".



The presentation of this exhibition took place at the end of last year in the Montjuich Olympic Stadium, under an inflatable marquee 25 metres long and 17 metres wide, which reproduces on a reduced scale the primary and most symbolic venue for the Games, namely the stadium itself. A lightweight structure for a monumental setting, and a mission to inform the autonomous communities of Spain. The aim is to highlight the benefits of the Games for the whole of Spain by stressing the contribution of everyone. The preparations and operational plans are described in detail with the use of models, maps and videos. An initiative which aims to promote sports practice amongst young people; maintain and develop the spirit of Olympic volunteers; and at the same time encourage the participation of all the authorities of the cities visited. Five major themes make up this first-rate exhibition: Olympism; Barcelona; the 1992 Olympic project; the advantage of the project for Spain; and the candidature by Jaca for the 1998 Winter Games.

At the same time, an awareness campaign on the theme "We can make it happen" has been launched in the press and on radio and television, highlighting the progress made in Olympic preparations. Features, messages and advertisements enthusiastically list the numerous activities and achievements which already make up the reality of "Barcelona '92".

Finally, COOB'92 has begun distributing the first "Barcelona '92" videocassettes to Spanish schools, with the intention of showing pupils and students how far the



The exhibition's inflatable Big Top is a scaled-down model of the Olympic Stadium in Montjuich.

preparations have progressed. Some of these young people will, of course, be playing a role as volunteers. This first cassette covers just the Olympic venues, certainly the most spectacular aspect, and shows what has been accomplished at the four main sites. The cassette will be distributed to an estimated 5,000 schools and colleges, reaching a total potential audience of over two million young people.