

McDonalds, an official London 2012 TOPS sponsor, is no longer limited to provision of the humble (but tasty) hamburger during Games-time: now, they will also be providing 70,000 Mc Volunteers to help stage the largest and most watched sports event in the Western world. McDonald's will also buy the promotional rights to the volunteer programme, and volunteers will be kitted out in Adidas-designed uniforms.

Why a 'McVolunteer'?

The London Organising Committee of the Olympic Games (LOGOC) view McDonald's as an ideal partner in development of a successful Olympic and Paralympic volunteer programme, for three principle reasons:

1. McDonald's already enjoys a long and prosperous history as an Olympic partner (TOPS sponsor)
2. McDonald's enjoys a solid reputation as provider of high quality customer services training skills to its workforce.
3. LOCOG are aware that a large proportion of their target market of potential volunteers are regular users of McDonalds.

By sub-contracting the recruitment and training of volunteers to a recognised and established partner, LOCOG clearly stand to benefit.

Volunteers: The Right Skills

Whilst in excess of 300,000 people have already registered as volunteers on the LOCOG website, LOCOG are nevertheless keen to ensure that the volunteers that they choose have the right skills to undertake their roles effectively. To this end, they are seeking 70,000 McVolunteer's, all of whom will be recruited via advertisement in the 1,250 McDonald's British outlets.



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Volunteer roles include: interpreting, first aid, checking tickets, and giving travel advice. This is a large project to staff as London is expecting 9million spectators during Games-time!

How You Can Volunteer

You can sign up to be considered as a volunteer for the 2012 Games by registering your interest at london2012.com. LOCOG are specifically seeking individuals with specialist skills, such as doctors, language experts and

sports officials, although lots of general duties will also need to be undertaken, such as working in the athletes' village or distributing kit. Trailblazers and Changing Places (volunteering in administrative roles) also offer opportunities for involvement in current Olympic volunteering programmes.

START THE DISCUSSION

1. Can you see any potential conflicts between one of the health-related legacy goals of the Olympics and the fact that McDonald's is a major sponsor?
2. Research the birth of volunteering: note that it is credited to London! When and why?

FIND OUT MORE

London 2012 Website

<http://www.london2012.com>

CREDITS

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