

Manchester 2002 Commonwealth Games The Queen's Jubilee Baton Relay

Capital managed media and communications for The Queen's Jubilee Baton Relay's journey from the launch of the national route in 2001 through to the baton's arrival at the Opening Ceremony in Manchester in July 2002.

Capital developed media strategy and publicity for launches including:

- UK route announcement
- Baton design unveil
- Jubilee runner nomination opening
- Announcement of selected Jubilee runners
- Relay start from Buckingham Palace

Capital also managed media, publicity and promotion of the Relay during it's 50 day journey around the UK, with activity including:

- Management of Baton Relay media headquarters in Manchester
- Staff in on-road media team
- Advance media briefings in each town and at Manchester's Main Press Centre
- Media spokespeople
- Co-ordinating publicity and promotion of major Baton celebrations such as Leeds and Manchester City arrival
- Co-ordinating advertising to announce Baton celebrations in each region
- Daily website updates
- Co-ordinating distribution of video and photographs to media
- Issues management

The Queen's Jubilee Baton Relay generated millions of pounds worth of publicity and attracted hundreds of thousands of people to celebrations around the UK. It was widely heralded as the most successful Baton relay in the history of the Commonwealth Games.

