

Sydney 2000 Olympic Torch Relay

Capital worked on the Torch Relay for almost three years in the lead up to the Sydney 2000 Olympic Games. Our involvement included publicity and media management of various launches and announcements over this time, the development of a community group publicity program, travelling with the relay in its 5 days in New Zealand and 100 days around Australia to manage media on the group and running the media information enter and hotline in Sydney. Over \$50m worth of publicity was generated.

