



Character: Seb Coe, Chairman of LOCOG

Who they work for: London Organising Committee of the Olympic Games (LOCOG)

Involvement in the Olympics: Seb Coe has won two Olympic gold medals as a runner. He helped to put together the British bid for London to host the Olympics. Since then he has been the chair of LOCOG, the organisation who are in charge of putting on the Olympics.



Character: Joe, a Construction worker on the Olympic site

Who they work for: McAlpine, one of Britain's biggest construction firms

Involvement in the Olympics: Joe attended the Olympic training college and got a job with McAlpine soon after that. For the past six months he's been working at the site of the velodrome. There here have been some job cuts recently at McAlpine as a result of the global recession.



Character: Iain Sinclair

Who they work for: Iain Sinclair is a writer who lives in Hackney

Involvement in the Olympics: Iain has been a critic of the Olympics since day one. He has called the Olympics a scam and a 17-day corporate extravaganza to which we are all deeply mortgaged. He asks us to think; *"when did it start, this intimate liaison between developers and government, to reconstruct the body of London, to their mutual advantage?"*