

# Community Awareness & Education

## Olympic Roads and Transport Authority (ORTA)

### *theBRIEF*

To develop a range of community information brochures within the Olympic guidelines.

### *theOBJECTIVES*

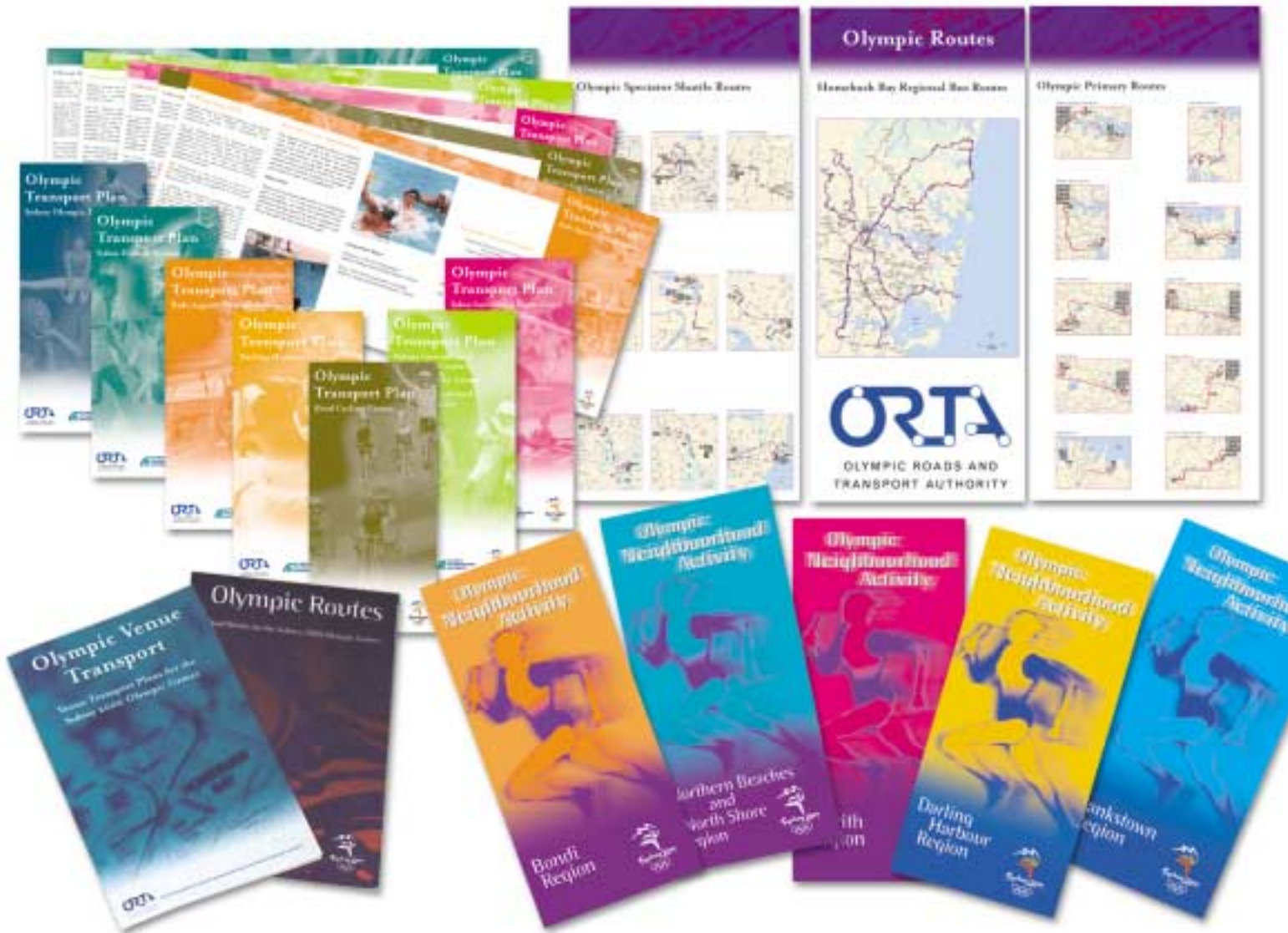
To inform residents of the impacts within their community.  
To create a positive spin on the transport impacts of the Games.

### *theSOLUTION*

A range of community education material was developed and distributed by maildrop, via key transport providers (Bus, Rail etc) through hotels and local tourist centers.

### *theRESULT*

The best Games ever!



**AdrenalIn**  
...what a great idea