

FOR IMMEDIATE RELEASE

Olympic City Gets [De]toured

Alternative Vancouver Map Site Gets Widespread Attention

Vancouver, BC (February 24th, 2010) – **Vancouver [de]Tour Guide 2010** is a collaborative mapping project that presents unexpected views of Vancouver during the 2010 Winter Olympic Games. As the foreign press begins to take an increasingly critical tone in its coverage of the Olympics, local media sources continue to focus attention on the performance of athletes and how event organizers are managing traffic flows or responding to unseasonably warm weather. The **Vancouver [de]Tour Guide 2010** map provides residents an opportunity to post historical, political and social information that critiques the Winter Games while offering visitors a unique and unparalleled look at our home city.

Visitors can access our interactive map through our website at vancouvertourguide2010.com. Trained volunteers have been gathering input from citizens, special interest groups and community organizations and will continue to add new data to the map after the 2010 Olympic and Paralympic Winter Games have concluded. The map presently shows over 350 postings, photographs and video clips and has been viewed by over 11,000 visitors. The map has been promoted through a variety of social media including Twitter, Facebook and Wordpress and has gained the attention of local newspapers and radio stations.

This project has been initiated by a group of concerned residents, activists and artists who question how Vancouver has been represented by Olympic organizers. It is the goal of **Vancouver [de]Tour Guide 2010** to inspire similar mapping projects at future Olympic events including the 2012 London Summer Olympics.

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