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Red Bee Media creates 'New Generation London' film for London Legacy 2020

The regeneration of East London presents an exciting opportunity for forward thinking business to shape the way we live our lives.

Red Bee Media is part of 'London Legacy 2020', which organises big business to help local communities, government and charities capture a positive legacy from the regeneration of East London. The 2020 effort is a part of a 19 year history of corporate support through the East London Business Alliance. ELBA fields a small army of 8,000 private sector volunteers every year to support some 500 local projects that aim at the physical and social regeneration of London's East End.

London Legacy 2020 is drawing attention to the business opportunities post 2012. This includes everything from 'New Generation' communities, improved environment and architecture to creating new jobs and establishing new industries such as media, creative, arts, culture and technology. The catalysts for these initiatives are not only the London 2012 Olympic Games and Paralympic Games but the wider regeneration of London to the east.

Red Bee Media is helping to build awareness and excitement around the opportunities presented in East London through the creation of a film, which is being shown at several key events in 2008 including, recently, 'Global Capital: Keeping London Ahead', a conference in February at the Royal Opera House organised by the London Development Agency and MIPM, the world's leading international property forum. These events help motivate businesses and other organisations to become involved and ensure the best possible future for East London.

The Legacy Film features significant contributions from key figures from the worlds of Sport, Media, Local Government, industry, the London 2012 Organising Committee, school children

from the Discover Centre and Youth Ambassadors from the East End It highlights that children will benefit most from the opportunities arising from the world's greatest sporting event and the other regeneration projects in East London.

[Click here to take a look at the film.](#)

For more information on upcoming Legacy 2020 events visit www.legacy2020.org. For more information about Red Bee Media's involvement please contact Kay Hutchison, Director of Partnerships.

For more information, please contact:

Clare Plaisted
Head of Communications
Red Bee Media
Tel: +44 (0)20 8495 4782
E: clare.plaisted@redbeemedia.com

The Media Foundry:
Anna Foster:
Tel: 020 612 1163
Email: annafoster@themediafoundry.com

Dafne Alonso:
Tel: 020 7612 1165
Email: dafnealonso@themediafoundry.com