

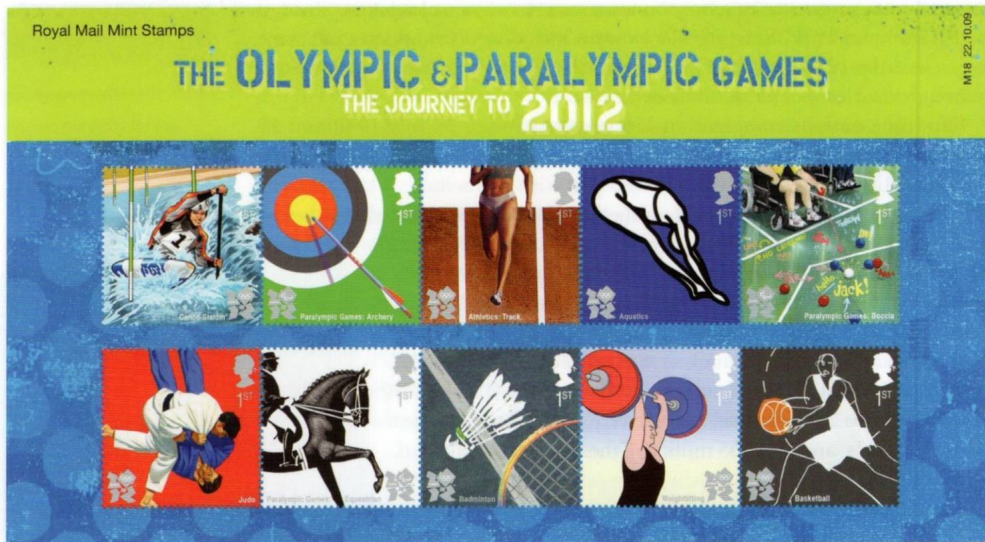
The journey to 2012

2009

A collector's overview of the three special issues in the three-year run-up to the London 2012 Games

THE PHILATELIC COUNTDOWN to the London 2012 Olympic and Paralympic Games began in October 2009 with the unveiling of ten 1st Class stamps, the first of three sets comprising a total of 30 stamps to mark the 30th Olympiad. Each stamp champions one of the 29 sports to be played at the Games next year, with Athletics portrayed on two stamps to represent both track and field events. And each stamp has been created by a different contemporary artist or designer. On the following pages you'll find year-by-year details of the three issues.

Setting the style in 2009 On 22 October 2009 Royal Mail began the philatelic countdown to the Games by releasing the first set of ten stamps, with the sub-set title of 'The Journey to 2012'. The stamps were issued in two se-tenant strips of five 1st Class stamps, each rendered in a distinctly individual style-by ten different



Above: the Presentation Pack carries the ten stamps with an information sheet by Ian Cole

Olympic and Paralympic Games 1, 2009 The Journey to 2012 Prices

Set of stamps	£4.60
Presentation Pack	£5.10
Stamp Cards (10 in set)	£4.50
Countdown Coin Cover	£17.50
Commemorative Sheet: The Journey Begins	£13.95



contemporary artists, thus setting the format and high artistic standard to be echoed in the subsequent sets of 2010 and 2011.

Ian Cole, former News Sports Editor of the *Daily Mail*, compiled the information sheets that accompany the other stamp products in the issue. The illustrated Presentation Pack is loaded with information about the ten sports on the stamps. Inside the Coin Cover, which carries a brilliant uncirculated countdown coin alongside the stamps, are details of how London won the bid and the initial preparation for the Games. And the first Commemorative Sheet 'The Journey Begins' (shown right), which contains all ten stamps with set-tenant labels, also includes information about each of the sports, medals to be won and venues. ▶

Above: 2009 stamps portray Canoe Slalom, Paralympic Games Archery, Athletics – Track, Aquatics, Paralympic Games Boccia, Judo, Paralympic Games Equestrian, Badminton, Weightlifting and Basketball

Olympic and Paralympic Games 1, 2009 The Journey to 2012 Stamps Specifications

Issue date	22 October 2009
Number of stamps	Ten
Stamp design	Studio David Hillman
Illustration	Canoe Slalom: John Royle; Archery: George Hardie; Track: Nathalie Guinamard; Diving: Julian Opie; Boccia: David Doyle; Judo: Paul Slater; Equestrian: Andrew Davidson; Badminton: David Holmes; Weightlifting: Guy Billout; Basketball: Huntley Muir
Stamp format	Square
Stamp size	35mm x 35mm
Printer	Cartor Security Printing
Print process	Lithography
Number per sheet	25/50
Perforations	14.5 x 14.5
Phosphor	All over
Gum	PVA



2010

THE SECOND SET of the London 2012 Olympic and Paralympic Games stamps was issued last year, as shown below, with all ten stamps available in a Presentation Pack entitled 'On Track For 2012'. A corresponding Commemorative Sheet, 'One Aim', carries all ten stamps and its illustrated folder contains interviews by Richard Rae with sportspeople including Paralympic Goalball players Anna and Michael Sharkey.

Four booklets containing stamps from the series were also issued in 2010 and are still available. Books 1 and 2 carry four stamps from the 2009 special issue and Books 3 and 4 feature four stamps issued in 2010 (see right). Similarly, of four Stamp and Postcard Packs issued in 2010, two feature 2009 stamps and two those from 2010. Also available, with Judo and Equestrian stamps, are single-event Stamp and Postcard Packs and Stamp and Booklet Packs. ▶



The Olympic and Paralympic Games 2, 2010 On Track For 2012 Prices

Set of stamps	£4.60
Presentation Pack	£5.10
Stamp Books 1 to 4	£2.76 each
Stamp Cards (10 in set)	£4.50
Countdown Coin Cover	£17.50
Commemorative Sheet, One Aim	£13.95
Stamp and Postcard Mixed Packs: Athletics – Track, Equestrian (both from 2009 issue), Rowing, Boxing	£7.50
Stamp and Postcard Packs (Single Event): Equestrian, Judo	£7.50
Stamp and Booklet Sports Packs: Equestrian, Judo	£7.50

Olympic and Paralympic Games 2 On Track For 2012 Stamps Specifications

Issue date	27 July, 2010
Number of stamps	Ten
Stamp design	Studio David Hillman
Illustration	Sailing by Lara Harwood; Athletics – Field by Anthony Pike; Volleyball by Ben Dalling; Wheelchair Rugby by Matthew Hollings; Wrestling by Daniel Stolle; Wheelchair Tennis by David McConochie; Fencing by Lyndon Hayes; Gymnastics by Kathy Wyatt; Triathlon by Adam Simpson; Handball by David Cutter
Stamp format	Square
Stamp size	35mm x 35mm
Printer	Cartor Security Printing
Print process	Lithography
Number per sheet	25/50
Perforations	14.5 x 14.5
Phosphor	All over

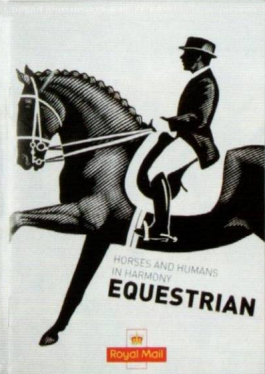


Olympic and Paralympic Games Stamp Books

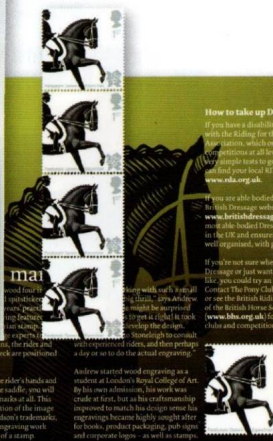
Book 1: Number of stamps (Sports Stamps from 2009 issue)	4 x 1st Machin 1 x 1st Judo 1 x 1st Paralympic Archery
Book 2: Number of stamps (Sports Stamps from 2009 issue)	4 x 1st Machin 1 x 1st Athletics – Track 1 x 1st Basketball
Book 3: Number of stamps (Sports Stamps from 2010 issue)	4 x 1st Machin 1 x 1st Paralympic Rowing 1 x 1st Paralympic Table Tennis
Book 4: Number of stamps (Sports Stamps from 2010 issue)	4 x 1st Machin 1 x 1st Football 1 x 1st BMX Cycling
Design	Studio David Hillman
Special Stamp Format	35mm x 35mm
Printer	Walsall Security Printing
Print process	Gravure
Gum	Self-adhesive

THE OLYMPIC & PARALYMPIC GAMES LONDON 2012

Explore the world of Equestrian sport with this commemorative booklet and 5 Equestrian stamps.



Below: the Stamp and Booklet Pack puts the philatelic focus on one sport – an ideal commemorative gift for sports lovers. Equestrian and Judo available



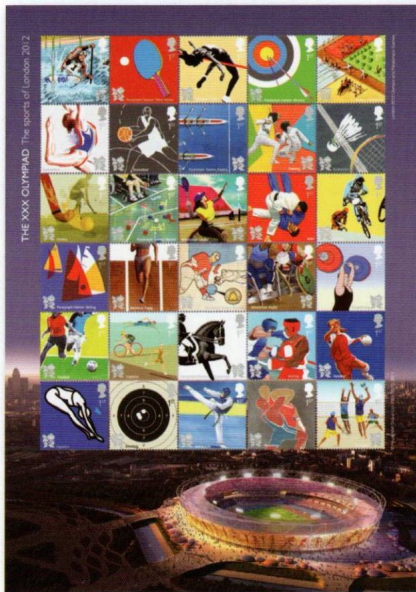
...ing, so that the rider, the horse and his lower legs and neck are positioned just so.

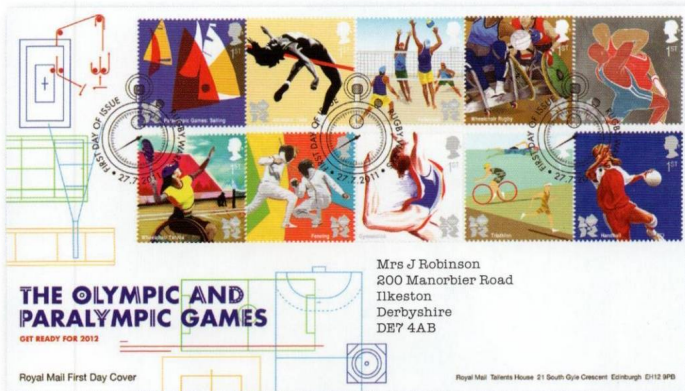
If you look closely at the rider's hands and the mouthpiece under the saddle, you will see what space – not much at all. This posture takes simplification to the limit in order to achieve the most effective, and it also helps the engraving work better in the confines of a stamp.

Andrew started using engraving as a student at London's Royal College of Art. By his own admission, his work was crude at first, but as his engraving improved to match his design some his engraving became highly sought after for books, product packaging, post signs and corporate logos – as well as stamps.

2011

WITH JUST ONE YEAR to go to the Opening Ceremony of the Games, on 27 July the third set of Royal Mail London 2012 Olympic and Paralympic Games stamps and Stamp Book no 5 are released (see page 296 of last month's *Bulletin* for details). Among the associated philatelic products is a special Commemorative Sheet 'High Hopes' (below right), which includes information on the ten sports featured on the latest stamp issue, as well as interviews by Richard Rae with 2008 bronze-medal-winning Olympic gymnast Louis Smith and Britain's number-one female wheelchair tennis player Lucy Shuker. A highly collectable Composite Sheet features all 30 stamps (below left), and additional souvenir products include series of Stamp and Postcard Packs, Stamp and Coin Packs, and Stamp and Pin Badge sets •





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Royal Mail First Day Cover

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Clockwise from left: First Day Cover with the new stamps released this month; Stamp Book 5 (see page 298, June *Bulletin*); Stamp and Postcard Pack, Mixed Event, Athletics – Field (also issued this month is Stamp and Postcard, Mixed Event Pack, Gymnastics); Stamp and Coin Pack, Volleyball; and Stamp and Pin Badge, Football



Below first-day cancellation for the Get Ready for 2012 issue and an alternative postmark featuring a stopwatch design with RUGBY, WARKS

