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**PRESS
RELEASE**

18th December 1980

THE GILLETTE LONDON MARATHON MASCOT AND SYMBOL

The distinctive Marathon skyline, which first appeared on the giant invitation card carried to America by Sir Horace Cutler, has been adopted for all other stationery and print - it has become the registered title and symbol for the event.

The skyline was drawn by 39-year old London artist, Trevor Wayman, who has spent many years sketching and painting the Thames. For the design, he picked key buildings and landmarks along the Marathon route, condensing them into a picture that expresses the London that is known and recognised throughout the world.

Rover, the Gillette London Marathon mascot, is just the ticket for a British Marathon - durable, determined, pugnacious and patriotic, short on legs but long on stamina.

Rover, created by Michael Dicks of West One Creative, belongs to London Marathon Limited and will be let out on a long lead to licensees by the Marathon's marketing company, West Nally Limited.

He'll be a front runner in raising money for the Gillette London Marathon. Already, he has attracted interest from companies who want to feature him on T-shirts, hats, badges and souvenir items.



THE GILLETTE LONDON MARATHON

In Association with the G.L.C. and A.A.A.

-2-

THE GILLETTE LONDON MARATHON MASCOT AND SYMBOL - Cont...

Companies who wish to license the official Gillette London Marathon mascot or logo should contact Tony Webb of the West Nally Group on 01-499 2949.

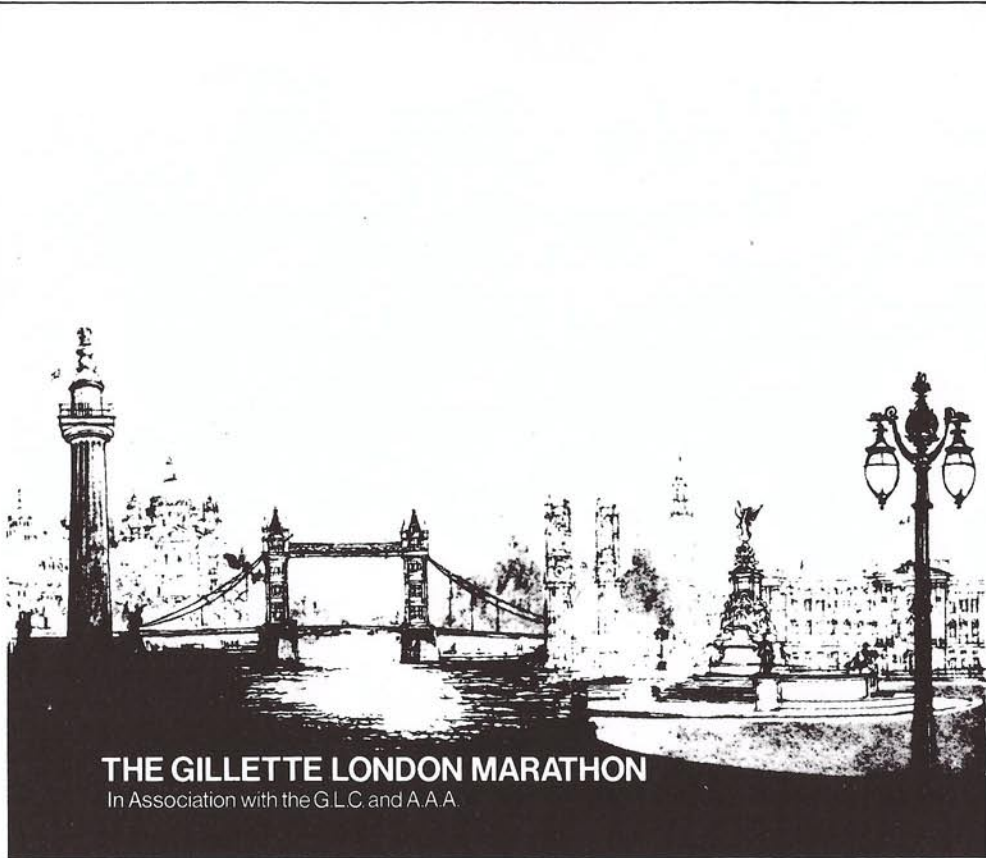


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GILLETTE LONDON MARATHON

SYMBOL



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B/W Symbol

MASCOT



Colour Bulldog



B/W Bulldog