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DOHA 2016 OLYMPIC AND PARALYMPIC GAMES BID APPOINTS

VERO COMMUNICATIONS

VERO Communications has been appointed by the Doha 2016 Olympic and Paralympic Bid Committee to lead the development of its global communications strategy. The account will be led by Mike Lee OBE, VERO Chief Executive and former Director of Communications and Public Affairs for London's successful 2012 Games bid.

As well as providing strategic communications counsel, VERO will also oversee the roll-out of Doha 2016's global PR, which will be implemented by Burson-Marsteller. Mike Lee will be a member of the Doha 2016 senior bid team reporting to Bid Chairman Hassan Ali Bin Ali.

Doha – the capital city of Qatar – is the first city in the Middle East to bid for the Olympic and Paralympic Games and successfully hosted the 2006 Asian Games.

Commenting on VERO's appointment, **Mike Lee said:** "Doha 2016 is a hugely exciting bid and VERO is delighted to be a part of it. As the first Middle Eastern city to bid for an Olympic and Paralympic Games, the communication opportunities are unique and I and my team will be looking to embed those within the heart of the campaign and bring them alive. Doha has fantastic sporting infrastructure and a huge political desire to host the Games. This mixed with the geopolitical implications that come from being the first Arab bid city makes Doha a truly exciting candidate."

The International Olympic Committee (IOC) will vote to decide the host for the 2016 Games in October 2009.

ENDS

Notes to Editors:

About Doha / Qatar

Doha is the capital city of Qatar – an Emirate that borders the United Arab Emirates and Saudi Arabia. Qatar gained independence from the UK in 1971. The current Emir of Qatar is His Highness Sheikh Hamad Bin Khalifa Al-Thani and the Crown Prince Tamim Bin Hamad Al-Thani is a member of the International Olympic Committee.



Campaigning communications

Qatar regularly stages major sporting events: for example later this year it will stage the 2007 Doha BG Triathlon World Cup and the 2007 Qatar Tennis open championships; in 2008 it will stage the Asian Indoor Athletics Championships and the Gymnasium World Cup Championships. Qatar is also host nation for the Asian Football Cup (equivalent to Europe's European Championships).

About VERO

VERO was established in January 2006 by Mike Lee OBE, former Director of Communications and Public Affairs for London's successful 2012 Olympic bid. It offers a narrative-based and campaigning approach to all internal and external relations and brand building. It has worked with a wide variety of organisations in the business of sport including Doha 2016, England & Wales Cricket Board, Glasgow 2014, International Association of Athletics Federations (IAAF), Liverpool FC, Premier Rugby Ltd, Salzburg 2014, Setanta Sports, Siemens, Sport England, UEFA, UK Athletics, UK Sport, Virgin Atlantic, Visit Britain and West Ham United FC.

Visit www.verocom.co.uk for more information.