

## London Introduces One-Eyed Monster as Olympicsâ€™™ Mascot

Contributed by Tom McGregor  
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The official mascot for the London 2012 Summer Olympic Games has been described as, &ldquo;sinister, disturbing, creepy and frightening.&rdquo; Nevertheless, London organizers contend that the &ldquo;one-eyed Calypso monster,&rdquo; is a good marketing tool.

The Houston Chronicle reports that, &ldquo;the official mascots of London&rsquo;s Olympic and Paralympic Games &ndash; Wenlock and Mandeville &ndash; have been called all of those things, but organizers are hoping to tack on a more positive title: merchandising magic.&rdquo;

The Big Brother Orwellian mascot has popped up all over London, casting its sinister one-eyed stare at tourists and locals from posters, states and a swarm of Olympic merchandises that range from key chains to cutlery.

According to the Houston Chronicle, &ldquo;bloggers and other commentators, however, have been skewering the duo for scaring children and projecting a creepy surveillance-state image of the Olympic Games.&rdquo;

The mascot&rsquo;s face is covered with a huge eye that is actually a camera for government officials to &ldquo;record everything.&rdquo;

To read the entire article from the Houston Chronicle, link here:[tmcgregordallas@yahoo.com](mailto:tmcgregordallas@yahoo.com)