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## **ANNOUNCEMENT:**

### **The LEGO Ambassador Network will go LIVE November 1<sup>st</sup>, 2014**

The LEGO Ambassador program was introduced in 2005 and has gradually evolved over the past 10 years. The LEGO Group considers the close dialogue with LEGO User Group (LUG) representatives globally extremely valuable. Due to the significant growth of the AFOL Community and increased interaction between LUGs and between LUGs and the LEGO Group, it has been decided to change the format of the LEGO Ambassador program and rename it to become the LEGO Ambassador Network (LAN). The LAN will continue to strengthen the LEGO Group's relationship with the global AFOL community as well as provide new opportunities for AFOLs to better connect globally. The goal with the upcoming LAN is to offer LUGs the opportunity to become recognized by the LEGO Group. This recognition will put more structure and focus to the relationship and hopefully provide an even better basis for the LEGO Group to stimulate the interest in the LEGO<sup>®</sup> Hobby together!

### **A Fresh Start**

When the new LEGO Ambassador Network goes LIVE on November 1<sup>st</sup> every LUG will need to apply for access into the program. This will allow access into the new LEGO Ambassador Network Forum site and 2015 LEGO Community Support Programs. After December 30<sup>th</sup>, 2014 the current LEGO Ambassador forum will be closed.



## Documentation

Today's announcement includes the release of three documents in which the AFOL Community can read and learn about all the details of the new "LEGO Ambassador Network".

- LEGO Ambassador Network
- LEGO Ambassador Network - FAQ
- LEGO Ambassador Network - APPLICATION – Recognized LEGO User Group
- LEGO Ambassador Network - Release Form

## What's Next

Applications to sign up as a Recognized LEGO User Group will not be accepted until September 1<sup>st</sup>. Any questions or applications can be sent directly to the regional community coordinator/manager.

- North & South America
  - Kevin Hinkle – Senior Community Coordinator
  - [Kevin.Hinkle@LEGO.com](mailto:Kevin.Hinkle@LEGO.com)
- Asia, Pacific, Russia, Eastern Europe
  - Jan Beyer – Community Manager
  - [Jan@LEGO.com](mailto:Jan@LEGO.com)
- Europe and Online LUGs
  - Kim Thomsen – Community Coordinator
  - [KimT@LEGO.com](mailto:KimT@LEGO.com)
- All other regions
  - Keith Severson – Senior Manager, Community Support
  - [Keith.Severson@LEGO.com](mailto:Keith.Severson@LEGO.com)