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FOR IMMEDIATE RELEASE

### AN OLYMPICS FOR THE REST OF US

Video sharing project pits the general public in a competition of athletic performances against Olympic-style videos made by hired workers on Amazon.com's Mechanical Turk website

The Mechanical Olympics are a crowdsourced competition of athletic performances that reinterpret the Olympic Games. Originally a competition among [Mechanical Turk](#) workers, in the summer of 2008 media artist xtine paid members of the virtual job board to create and share videos of Olympic-themed athletic performances on YouTube. Voting polls were hosted daily on the Mechanical Olympics Blog where the videos were embedded in a competition by event category and winners (aka gold medalists) received a bonus payment on the Amazon.com virtual job board.

For the 2012 edition of the Mechanical Olympics, Turkers have again been hired to create performances of sporting events. But this time any sport, including fictional sports, have been stealing the show. To be all-inclusive, the general public is invited to create and [submit](#) a video to reinterpret the Olympic Games for a video competition with the virtual workers. How can we re-imagine the Olympic Games? One Turker created a video of “[Speed Golf Pencil Modeling](#)” while another performed a “[Hand Puppet Decathlon](#).”

Don't have time to create a video? Everyone is invited to vote for gold medal winners by pressing the “Like” button on their favorite videos in the YouTube [Mechanical Olympics Playlist](#). *Virtual Favorites* voting polls will commence during the 2012 Games on the [Mechanical Olympics Blog](#) where the general public will compete against the Turkers. Authors of the most liked videos (via YouTube Likes and the voting polls) will receive an award at the end of the Summer 2012 Olympic Games.

In the Mechanical Olympics anyone can compete and everyone has a chance to vote for gold medal performances.

Links:

Mechanical Olympics Website: [www.mechanicalolympics.org](http://www.mechanicalolympics.org)

Mechanical Olympics Blog (to sign up and participate): [www.mechanicalolympics.org/blog](http://www.mechanicalolympics.org/blog)

Submit a video on the blog: [http://mechanicalolympics.org/blog/?page\\_id=2](http://mechanicalolympics.org/blog/?page_id=2)

See all videos on the YouTube Mechanical Olympics Playlist: <http://www.youtube.com/playlist?list=PLCBF3C3BC58CDF36E>

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If you'd like more information about this topic, or to schedule an interview with xtine (ex-teen) burrough, please call xtine at 323/401.4541 or email her at [xtineburrough@gmail.com](mailto:xtineburrough@gmail.com)