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OMAR the Troll Learns Español

OMAHA, NE. September 3, 2020 – Omaha’s bluest resident is now bilingual and can communicate with more families visiting the Bob Kerrey Pedestrian Bridge. Visit Omaha and the Mayor’s Youth Advisory Commission worked together to create Spanish versions of the OMAR videos accessed through colorful signage placed along the bridge.

“We know it is important for OMAR to continue growing and reaching more residents,” said Visit Omaha Interim Executive Director Deborah Ward. “We are grateful to the Mayor’s Youth Advisory Commission for taking the time to research languages spoken in the metro area school districts and providing much of the translation for each video. Their hard work has made OMAR more accessible to Omaha’s diverse community.”

The signs include QR codes that visitors can scan with their mobile phone cameras to watch OMAR come to life. These fun, interactive videos can now be viewed in English and Spanish. Both versions include closed captioning for the hearing impaired. [See OMAR’s new signs.](#)

“We always look for community projects for our Youth Advisory Board members that have real value,” said Omaha Mayor Jean Stothert. “A year ago, OMAR found his home on our riverfront and started sharing his story. Now, his story can be enjoyed in Spanish. That definitely has value! Thanks to our students and Visit Omaha for great collaboration.”

The OMAR Spanish videos were made possible in part by a grant from the Douglas County Visitor Improvement Fund. Click below to watch the OMAR videos:

VisitOmaha.com/baile
VisitOmaha.com/cabello
VisitOmaha.com/salto

The bronze “[OMAR the Troll](#)” statue was first unveiled in September 2019. That same year, Visit Omaha published the book, [OMAR finds a home](#), produced OMAR’s videos, and created a Snapchat filter that allows visitors to become OMAR. Visit Omaha donated more than 500 OMAR books to elementary schools throughout the metro area. Since September 2019, the English version of OMAR’s videos have been viewed 5,385 times.

The Mayor’s Youth Advisory Commission provides an opportunity for young people in Omaha to gain a greater knowledge of, and appreciation for, the American political system through active participation. The Commission is composed of a diverse selection of up to 50 juniors and seniors from the Omaha area. The program provides students with the educational opportunities through community projects and development to become future leaders.

Visit Omaha, also known as the Omaha Convention & Visitors Bureau, is the official tourism authority for the City of Omaha and Douglas County.

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