

FOR IMMEDIATE RELEASE  
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## **U.S. Olympic Committee details media opportunities for 100 Day Countdown to Sochi 2014 Olympic Winter Games in NYC's Time Square Oct. 29**

COLORADO SPRINGS, Colo. – The United States Olympic Committee today released further information on media opportunities for credentialed journalists who have registered to attend the 100 Day Countdown event, taking place Tuesday, Oct. 29, in New York City's Times Square.

The event serves as the first stop of the Road to Sochi Tour, presented by Liberty Mutual Insurance, and will bring the spirit and excitement of the Winter Games to Team USA fans with high-flying athlete demonstrations, meet-and-greet autograph sessions, fan sport experiences, interactive elements, Team USA giveaways and sponsor engagement. To register for media credentials, click [HERE](#).

### **Press Hour**

The event – which spans 45th-48th Streets – will kick-off with a press hour from 12-1 p.m., opening with an athlete press conference led by USOC Chief Communications and Public Affairs Officer Patrick Sandusky. Approximately [50 athletes](#) will be in attendance. Following the press conference, media will have the opportunity to interview the athletes in breakout sessions throughout the event footprint for the remainder of the hour.

Additionally, media will be able to film athlete sport demonstrations of curling, wheelchair curling, street luge, and slopestyle skiing and snowboarding, and try their hand at both curling and luge. Also, the [Flying Ace All-Stars](#) – freestyle skiing aerialists – will perform on trampolines at this time. These interactive activities for the media will begin at approximately 12:40 p.m.

### **Event Media Opportunities**

The 100 Day Countdown will continue from 1:30-8 p.m. in Times Square. Athletes will still be available for media interviews during this time, though availability will be more limited based on athlete schedules. Also, since the event will be open to the general public, noise levels will be higher and space will be more limited. The USOC communications team will be onsite to facilitate requests. Look for media signs and staff members throughout the event footprint.

Media will also be able to capture still images and b-roll of the event. Media risers will be placed throughout the event and usage will be monitored by USOC staff members. Sport demonstrations will continue throughout the day, including figure skating, ice hockey, sled hockey, speedskating, curling, wheelchair curling, street luge, slopestyle skiing and snowboarding, and freestyle skiing tricks on trampolines.

### **Social Media**

Attendees will be encouraged to tweet throughout the day using either the #RoadToSochi or #RaiseYourHands hashtags and select posts will appear on an LED screen in Times Square. Additionally, the main event will be streamed from [TeamUSA.org](#), the [US Olympic Team Facebook page](#) and [@USOlympic](#) on Twitter.

### **Sponsor Activation**

The 100 Day Countdown will also feature 12 prominent sponsors, as well as the event's media partner NBC 4 New York, who have planned the following fan-facing activities in support of Team USA.

- **Liberty Mutual Insurance**, the presenting sponsor of the Road to Sochi Tour, will encourage fans to experience Liberty Mutual's RISE campaign, which celebrates human persistence to come back from a setback and rise to success. Fans will also have the opportunity to meet Olympic speedskaters JR Celski and Joey Cheek as well as Olympic bobsled hopeful Jazmine Fenlator.
- **Coca-Cola**, the longest-running sponsor of the Olympic Games since 1928, will provide fans with an interactive Wii Fit snowboarding and skiing gaming experience. Afterward, people can quench their thirst with Core Power and Powerade Zero Drops.
- **AT&T** will greet fans with a captivating and engaging art display in celebration of its 30-year commitment of supporting Team USA.
- **Budweiser** is bringing their infamous Clydesdales to drive Team USA athletes, and the general public will be able to visit the horses starting at 6:30 p.m.
- **Chobani** will hand out full-size samples of its authentic strained Greek Yogurt, including black cherry, blueberry, key lime, peach and strawberry flavors – which Team USA athletes also enjoy at the U.S. Olympic Training Centers.
- **The Hartford** is the presenting sponsor of Team USA's sled hockey demos, which will take place on the main ice rink throughout the day.
- **Hilton HHonors** is hosting a photo opportunity in front of a green screen, digital dream wall – where fans can submit supportive Team USA messages – and a one-hour meet and greet with Olympic speedskater Travis Jayner.
- **Kellogg's Bear Naked** will connect with consumers and celebrate the Road to Sochi by feeding epic winter experiences. Attendees will be able to dig into granola sample packs and grab cool giveaways. *Bear Naked* fans will also have a unique opportunity to “one-up” their Road to Sochi experience with a photo taken while jumping on a trampoline, and via green screen technology, they will receive an image of themselves in an extreme winter scene to share with friends via social media.
- **NBC 4 New York** is hosting a booth for the public to interact with on-air talent who will sign autographs and give away NBC 4-branded items. Some of the NBC 4 New York talent expected that day include *Today in New York* anchors Darlene Rodriguez, Michael Gargiulo, Chris Cimino and Lauren Scala, as well as Shiba Russell, Rob Schmitt, Checkey Beckford and Andrew Siff, among others.
- **The J.M. Smucker Company** will offer product samples and promotional items including coupons and recipe books in support of participating brands Smucker's®, Folgers®, and Jif® in addition to hosting interactive displays for fans of figure skating, speedskating, and luge.
- **United Airlines** is hosting an interactive trivia Plinko board, featuring various premiums as prizes.

### **Editor's Note**

Media interested in attending or acquiring additional information should contact Vanessa Virbitsky at [Vanessa.Virbitsky@usoc.org](mailto:Vanessa.Virbitsky@usoc.org) or (719) 237-3588. To register for a credential to the 100 Day Countdown event on Oct. 29 in Times Square or to download event renderings or Road to Sochi graphics, click [here](#). The event hashtag is #RoadtoSochi.