



# NEWS RELEASE

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## Media contacts:

Scottie Bibb, Director of Media and Public Relations, U.S. Figure Skating, 719.228.3466, [sbibb@usfigureskating.org](mailto:sbibb@usfigureskating.org)

Hill Carrow, Chairman, North Carolina 2011, 919.678.1651, [hcarrow@sportsproperties.com](mailto:hcarrow@sportsproperties.com)

Betsy Annese, President, Annese PR, 336.722.1921, [betsy@annesepr.com](mailto:betsy@annesepr.com)

Andrew Brown, Public Relations Manager, Greensboro Coliseum Complex, [andrew.brown@greensboro-nc.gov](mailto:andrew.brown@greensboro-nc.gov)

Web site: [www.northcarolina2011.com](http://www.northcarolina2011.com)

## INITIAL MEDIA AND MARKETING PARTNERS ANNOUNCED FOR 2011 U.S. FIGURE SKATING CHAMPIONSHIPS

**GREENSBORO, N.C.** (January 29, 2010) – North Carolina 2011 announced today its initial media and marketing partners for the 2011 U.S. Figure Skating Championships, including Capitol Broadcasting Company, Clear Channel Radio, Our State Magazine, and Guilford Woman Magazine.

Capitol Broadcasting Company (CBC) of Raleigh has been named Diamond Media & Marketing Partner, the highest level of media and marketing partner for the 2011 U.S. Championships.

"We see the U.S. Figure Skating Championships as a huge event for the state of North Carolina, and we are excited to play a major role," said Jim Goodmon, CEO of CBC.

Capitol Broadcasting will provide advertising and marketing support for the championships in the Charlotte, Triangle (Raleigh/Durham/Fayetteville) and Wilmington markets through its broadcast stations in those cities.

"Capitol has been a big booster of the championships from the beginning," said Hill Carrow, chairman of North Carolina 2011. "WRAL-TV actually helped us with the bid by preparing Governor Bev Perdue's video message to U.S. Figure Skating executives. With CBC's presence across the state, their backing is huge."

Also joining the 2011 U.S. Figure Skating Championships media and marketing partner team is ClearChannel Radio.

"ClearChannel Radio is thrilled to support the 2011 U.S. Figure Skating Championships," said Kim Pyle, vice president and market manager. "The championships are a major coup for the Triad and North Carolina. Once we heard Greensboro had landed the event, we knew we wanted to be involved."

ClearChannel Radio has stations throughout North Carolina's major metro markets: Charlotte, the Triad (Greensboro, Winston-Salem, and High Point) and the Triangle (Raleigh, Durham, and Chapel Hill). The majority of those stations will be included in the 2011 U.S. Championships media and marketing partnership.

"With ClearChannel Radio's dominant position in the key metropolitan areas in North Carolina, we had to have them on our team," Carrow said. "Plus, they really 'get it' and have already started putting together promotional components with Olympic medalist Paul Wylie and our honorary chairman."

Our State Magazine, headquartered in Greensboro, has signed on as a Champion Media & Marketing Partner.

"Our State focuses on all the great things in our state that make North Carolina special," said Bernie Mann, publisher and owner of Our State, "and the 2011 U.S. Figure Skating Championships certainly qualify as one of those."

"We have been telling Hill and the staff they had to get Our State on board," said Ginger Gallagher, CEO of MediaFit, the official advertising and marketing agency for the championships. "Our State covers the entire state like no other publication, and they reach an audience that will be a great match for the U.S. Figure Skating Championships."

Guilford Woman Magazine, also located in Greensboro, has joined the 2011 media and marketing partner team as a Premier Media & Marketing Partner.

"The sport of figure skating has such a strong appeal to female audiences that it was natural for us to partner with the U.S. Championships," said Suzy Dubel, publisher of Guilford Woman. "The championships are already getting good reviews, as our readers have responded very positively."

Guilford Woman focuses on the greater Greensboro and Guilford County market. The magazine is advertiser supported and distributed for free in more than 300 locations throughout the Triad, including Lowes Foods, 2011 U.S. Championships presenting sponsor.

"Guilford Woman hits our target audience like a laser beam," Gallagher said, "So we are delighted to have them on board."

The five initial partnerships bring the total of donated advertising time for the 2011 U.S. Figure Skating Championships to almost \$400,000.

"This exciting lineup of initial media and marketing partners gets us off to a very strong start on the advertising front, which is now increasingly critical here just past the one-year-out mark," Carrow said. "We look forward to adding more partners across the state to help exceed the lofty goals for sponsorship support and ticket sales we have set for the 2011 U.S. Figure Skating Championships."

#### **- About North Carolina 2011 -**

*North Carolina 2011 is the local organizing committee for the 2011 U.S. Figure Skating Championships to be held in Greensboro, N.C. NC 2011 encompasses a collaborative team consisting of the Greensboro Coliseum Complex, the Greensboro Sports Commission, the Greensboro Convention & Visitors Bureau, Sports & Properties, Inc., North Carolina Amateur Sports, and the North Carolina Figure Skating Association. The 2011 U.S. Figure Skating Championships are sponsored locally by Lowes Foods, Presenting Sponsor; and by Official Sponsors: Greensboro Coliseum Complex, Moses Cone Health System, Graphic Visual Solutions, MediaFit, BEM Interactive, Annese Public Relations, Ice Rink Events, and Skyline Exhibits & Events. Media & Marketing Partners are Capitol Broadcasting Company, ClearChannel Radio, Our State Magazine, and Guilford Woman Magazine. For more information on North Carolina 2011 and the 2011 U.S. Figure Skating Championships, visit [www.northcarolina2011.com](http://www.northcarolina2011.com).*

#### **- About U.S. Figure Skating -**

*U.S. Figure Skating is the national governing body for the sport of figure skating in the United States as recognized by the United States Olympic Committee and the International Skating Union. U.S. Figure Skating is comprised of more than 700 member clubs, collegiate clubs, and school-affiliated clubs and more than 900 registered Basic Skills skating schools representing approximately 170,000 members. U.S. Figure Skating is charged with the development of the sport on all levels within the United States including athletes, officials, sanctioning of events and exhibitions, and establishing the rules and guidelines by which the sport is governed. For more information on U.S. Figure Skating, visit [www.usfigureskating.org](http://www.usfigureskating.org).*

#### **- About Capitol Broadcasting Company -**

*Capitol Broadcasting Company, Inc. is a diversified communications company which owns and/or operates WRAL-TV, WRAL Digital, WRAL-FM, WRAL-HD2, WCMC-FM, Microspace, CBC New Media Group, and Wolfpack Sports Marketing in Raleigh, NC; WJZY-TV and WMYT-TV in Charlotte, NC; WILM-TV and Sunrise Broadcasting in Wilmington, NC; WRAZ-TV and The Durham Bulls in Durham, NC; and real estate interests including the American Tobacco Project and Diamond View office buildings in Durham, NC. For more information on Capitol Broadcasting Company, visit [www.cbc-raleigh.com](http://www.cbc-raleigh.com).*

#### **- About ClearChannel Radio -**

*With over 900 stations across the country, ClearChannel Radio is the largest radio station owner in the United States. With its strong variety of stations in the Triad market, including 99.5 WMAG (Adult Contemporary), 105.7 WMKS (Urban Adult Contemporary), 94.5 WPTI (Talk), 104.1 WTQR (Country), and 100.3 WBVZ (Rock), ClearChannel leads the Triad region in market share. ClearChannel Radio supports numerous community causes including the recent Holiday Concert featuring Olympic Figure Skating medalist Paul Wyle and Nancy Kerrigan. For more information on ClearChannel Radio, visit [www.clearchannel.com](http://www.clearchannel.com).*

**- About Our State Magazine -**

*Our State magazine is the premier, statewide magazine devoted to North Carolina travel, history, people, and places. Published continuously for 76 years, Our State showcases the beauty of North Carolina and is the preeminent source of information for those who've lived in North Carolina all their lives or those looking to visit. Each issue includes stunning scenic photography; ideas for day trips, weekend excursions, and long getaways; and profiles of North Carolina's fascinating people, lively cities; and charming small towns. Regular features also include a monthly calendar of events, recipes, and gardening tips. For more information on Our State magazine, visit [www.ourstate.com](http://www.ourstate.com).*

**- About Guilford Woman Magazine -**

*The mission of Guilford Woman Magazine is to provide the magazine's readers with an informative monthly magazine directed to women sharing their success, with thoughtful, high quality content. Guilford Woman is also dedicated to ensuring the magazine's advertisers, who help make Guilford Woman priceless, have the best avenue for their advertising when reaching the women of Guilford County. For more information on Guilford Woman Magazine, visit [www.guilfordwoman.com](http://www.guilfordwoman.com).*