



# NEWS RELEASE

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## 2011 U.S. FIGURE SKATING CHAMPIONSHIPS ANNOUNCE INITIAL SPONSORS

**Greensboro, N.C. (July 8, 2009)** - North Carolina 2011, the Local Organizing Committee for the 2011 U.S. Figure Skating Championships, today announced its initial sponsors. "It's a unique event for North Carolina in a tough economy," said Hill Carrow, North Carolina 2011 Chairman, "but fortunately some great corporate supporters have embraced the event early on."

The **Greensboro Coliseum Complex**, a City of Greensboro venue, will serve as Official Host Venue and Sponsor. Thanks to the exceptional collection of facilities on the Coliseum campus, for the first time ever the three major components of the National Championships – competition, practice, and FanFest – will be held under one roof.

"We saw the U.S. Figure Skating Championships as a wonderful opportunity to showcase the amazing capabilities of the Greensboro Coliseum Complex," said Matt Brown, General Manager for the Complex. "It is one of the top national championships in the country and it merits major support by the Coliseum and the entire community."

Hometown firm **BĒM Interactive** was the first company to become a sponsor after Greensboro and North Carolina landed the bid. "Once we got the nod, we had an immediate need to create an impactful web presence," said Faryn Driscoll, NC 2011 Director of Operations. "We contacted BĒM Interactive and fortunately they 'got it' right away."

BĒM is handling all North Carolina 2011 online marketing. The company has designed the 2011 Championships website, its e-newsletter, and even online sales capabilities. In addition, BĒM has developed the NC 2011 presence on Facebook and Twitter.

"We were excited from day one after being approached about the U.S. Championships," said Malinda Pengelly, President of BĒM Interactive. "Of course, we had some second thoughts when they told us they needed a full website, starting from scratch, in a week! However our BĒM Team pulled it off extremely well, and we have had a great partnership with the event organizers ever since."

**MediaFit** in Lewisville is serving as the Advertising and Marketing Agency for the 2011 Championships. MediaFit is responsible for developing and executing a major statewide advertising and marketing plan for the event. MediaFit is also designing signage and promotional materials for the 2011 Nationals.

"We see the U.S. Figure Skating Championships as an opportunity to expand our sports marketing expertise which is currently focused on NASCAR," said Ginger Gallagher, MediaFit CEO. "This will also be one of the most visible advertising campaigns we've designed, so we are delighted to be a sponsor and assist the effort."

**Annese PR** of Winston-Salem will handle local public relations, media relations, and community appearances for the 2011 U.S. Figure Skating Championships. Annese facilitated media coverage of the recent U.S. Figure Skating site tour which resulted in coverage on all four major Triad

television stations including WXII (NBC), WFMY (CBS), WGHP (FOX), and News 14; as well as the Greensboro News & Record.

"The Figure Skating Championships are on track to become the largest event in North Carolina in 2011," said Betsy Annese, President of Annese PR. "It's very exciting and we wanted to be a member of the Sponsorship Team. We also see the 2011 Championships as a catalyst for bringing the Triad region together, and with our location in Winston-Salem, we are well-positioned to assist in that regard."

**Graphic Visual Solutions** of Greensboro will be providing the printing for the 2011 Nationals. Ranging from business cards and brochures to ticket order forms and posters, the printing requirements for the Championships are extensive and critical to the event's success.

"We are very excited about our affiliation with the 2011 U.S. Figure Skating Championships," said Bryan Hall, President & CEO of Graphic Visual Solutions. "Meeting the varied needs of this multi-faceted event lets us demonstrate our capabilities as a total printing and graphics provider. We are proud to support Greensboro's effort to host the event and look forward to helping make this the premier sporting event in North Carolina in 2011."

As the exclusive provider of temporary ice for the 2011 Championships practice rink and FanFest, **IceRink Events**, headquartered in Houston, TX, becomes an Official Supplier of the 2011 National Figure Skating Championships.

"IceRink Events has been involved in many amazing projects, including the NHL Winter Classic," said Mike Clayton, IceRink Events President," but the 2011 U.S. Championships in Greensboro will be unique. With our company providing two of the three ice sheets at the Coliseum Complex, we will be completely vested in ensuring the event's major success."

#### **- 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 763 member clubs and Basic Skills Programs representing approximately 179,000 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 visit [www.usfigureskating.org](http://www.usfigureskating.org).

#### **- 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 is led by Sports & Properties, Inc., with Hill Carrow, CEO of SPI, serving as chairman of the LOC, and Faryn Driscoll, SPI's client services manager, serving as director of operations. NC 2011 encompasses a collaborative team consisting of the Greensboro Coliseum Complex, the Greensboro Sports Commission, the Greensboro Convention & Visitors Bureau and the North Carolina Figure Skating Association. For more information on North Carolina 2011 and the 2011 U.S. Figure Skating Championships, visit [www.northcarolina2011.com](http://www.northcarolina2011.com).

#### **- Greensboro Coliseum Complex -**

The Greensboro Coliseum Complex is celebrating its 50<sup>th</sup> Anniversary during 2009. The Complex is a premier sports & entertainment destination having hosted sports events ranging from Bass Masters to the NCAA Final Four and concerts covering Elvis to Springsteen. The Coliseum Complex features a flexible capacity arena (up to 20,000+ for ice events), a 2300-seat auditorium, and 120,000sf Special Events Center. For more information on the Greensboro Coliseum Complex, visit [www.greensborocoliseum.com](http://www.greensborocoliseum.com).

#### **- BEM Interactive -**

BEM Interactive is an interactive design and marketing agency. BEM focuses on innovative designs, reliable web-based application development, and comprehensive web marketing solutions

including email marketing, search marketing, social network marketing, and site analytics. BEM is an award-winning agency established in 1996, with 24 employees and over 350 clients. For more information on BEM Interactive, visit [www.beminteractive.com](http://www.beminteractive.com).

**- MediaFit -**

MediaFit is a full service marketing and advertising agency, grounded in sound business strategy and powerful branding. The company uses these guiding principles to help clients achieve sustainable long-term growth. MediaFit has four divisions that provide companies with services in branding/advertising, sports marketing, sales consulting, and turn-key production/execution. For more information on MediaFit, visit [www.mediafit.net](http://www.mediafit.net).

**- Annese PR -**

Annese Public Relations, Inc. is a full-service public relations agency that offers its clients the complete range of publicity services. Annese Public Relation's goal is to help clients reach their full potential through breakthrough communications programs, solid counsel and superior service. The company uses innovative ideas, strategic insight, and flawless execution to ensure the achievement of business results through superior communications. For more information on Annese PR, visit [www.annesepr.com](http://www.annesepr.com).

**- Graphic Visual Solutions -**

Graphic Visual Solutions offers its customers the most diverse and comprehensive communication and visual solutions in the industry. These seven solutions include printing, labels/packaging, digital printing, wide-format graphics, direct mail, fulfillment, and design. Customers from America's top brands to the Piedmont Triad's fastest growing companies choose Graphic Visual Solutions because they provide winning strategies and consultation, superior customer service, top quality, fast turnaround gauged in days not weeks, and maximum value. For more information on Graphic Visual Solutions, visit [www.graphicprinting.com](http://www.graphicprinting.com).

**- Ice Rink Events -**

Ice Rink Events is an industry-leading designer, manufacturer, installer, and operator of top quality ice rink facilities, coast-to-coast and worldwide. The company provided the practice ice rink at the Los Angeles Convention Center for the 2009 ISU World Figure Skating Championships held in Los Angeles in March. Ice Rink Events has developed similar venues for the 2003 World Championships in Washington, D.C., and for the previous U.S. Figure Skating Championships in Portland (2005) and Spokane (2007). For more information on Ice Rink Events, visit [www.icerinkevents.com](http://www.icerinkevents.com).