

NEWS RELEASE



FOR IMMEDIATE RELEASE

Media contacts:

Scottie Bibb, Director of Media and Public Relations, U.S. Figure Skating, 719.228.3466, sbibb@usfigureskating.org

Hill Carrow, Chairman, North Carolina 2011, 919.678.1651, hcarrow@sportsproperties.com

Betsy Annese, President, Annese PR, 336.722.1921, betsy@annesepr.com

Andrew Brown, Public Relations Manager, Greensboro Coliseum Complex, andrew.brown@greensboro-nc.gov

Web site: www.northcarolina2011.com

2011 U.S. FIGURE SKATING CHAMPIONSHIPS ANNOUNCE 'JANUARY IN JULY' TICKET PROMOTION

– Receive free Skating Spectacular ticket plus bonus item with purchase of All-Event Package –

Greensboro, N.C. (July 1, 2010) – North Carolina 2011, the local organizing committee for the 2011 U.S. Figure Skating Championships, announced today the "January in July" ticket promotion.

Throughout the month of July, every new order of an All-Event Ticket Package that is mailed or faxed to the North Carolina 2011 headquarters by midnight on July 31 will receive a free ticket to the Skating Spectacular.

This offer applies only to new ticket purchases made during the month of July. The offer does not apply to group sales or Ticketmaster orders. Any orders purchased via mail must be postmarked no later than July 31.

In addition, special 2011 U.S. Figure Skating Championships premium items will be provided for every new All-Event Ticket Package purchased (while supplies last):

\$795 Package: 2011 U.S. Figure Skating Championships polo shirt

\$495 Package: 2011 U.S. Figure Skating Championships T-shirt

\$295 Package: 2011 U.S. Figure Skating Championships lapel pin

\$225 Package: 2011 U.S. Figure Skating Championships red/white/blue lapel pin

North Carolina 2011
401 Harrison Oaks Blvd, Suite 215
Cary, NC 27513
Fax: 919.678.1655

The All-Event Ticket Package includes tickets to every ticketed session. With this package, fans can enjoy all competition sessions, as well as all practice sessions held at the Greensboro Coliseum Complex's Special Events Center. The Skating Spectacular is an exhibition event highlighting the best skaters from the week-long competition in a fun and energetic format.

All-Event Ticket Packages start at \$225. The ticket form can be found on the event website:

www.northcarolina2011.com/all-event-tickets.html.

The U.S. Figure Skating Championships, held annually since 1914, is the nation's most prestigious figure skating event and one of the most televised and most-watched annual sporting events in the country. Past champions include Peggy Fleming, Dorothy Hamill, Scott Hamilton, Brian Boitano, Kristi Yamaguchi, Michelle Kwan and Sasha Cohen.

Approximately 250 skaters from across the United States will compete in novice, junior and senior-level competition, with the event crowning national champions in ladies, men's, pairs and ice dancing at all three levels.

– 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.

– About North Carolina 2011 –

North Carolina 2011 (NC 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, North Carolina Amateur Sports, Sports & Properties, Inc., and North Carolina Figure Skating. The 2011 U.S. Figure Skating Championships are sponsored locally by Lowes Foods and VF, Local Presenting Sponsors; and by Local Official Sponsors: Greensboro Convention & Visitors Bureau, Greensboro Coliseum Complex, Blue Cross and Blue Shield of North Carolina, Moses Cone Health System, Joshua Jewel, Graphic Visual Solutions, BEM Interactive, MediaFit, Annese Public Relations, Ice Rink Events, Hagan Davis, Pepsi Bottling Ventures, Exact Target, LSK Enterprises/Olympia, and Skyline Exhibits & Events. Local Media & Marketing Partners for the 2011 U.S. Figure Skating Championships include Diamond Partners The News & Record, Capitol Broadcasting Company, WGHP-TV Fox 8, and Fairway Outdoor Advertising; and Local Official Partners Clear Channel 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.