

NEWS RELEASE



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2011 U.S. FIGURE SKATING CHAMPIONSHIPS ANNOUNCE OFFICIAL LOGO

Greensboro, N.C. (June 11, 2009) – North Carolina 2011 today unveiled the logo for the 2011 U.S. Figure Skating Championships, to be held Jan. 22-30, 2011, at the Greensboro Coliseum Complex.

Representing North Carolina's heritage as "First in Flight," the red, white and blue logo features a Wright Flyer soaring skyward over, and particularly encircling, the event name. The event name includes the mark of U.S. Figure Skating, the national governing body for the sport of figure skating in the United States. The words "North Carolina" appear at the bottom and complete the logo.

BEM Interactive, a web marketing/design company located in Greensboro, led the logo design project. Patrice Kelly and Kathryn Brown at BEM served as lead designer and project manager, respectively. BEM Interactive was assisted by MediaFit of Lewisville, an advertising and marketing firm; Sports & Properties, Inc. of Cary, the management company for the 2011 U.S. Championships; and U.S. Figure Skating, the event owner.

The Wright Flyer is North Carolina's best-known icon, representing the plane used by the Wright Brothers in 1903 on the state's outer banks to launch the age of flight. It appears on the state license plate and numerous other items representing North Carolina.

The new logo will begin appearing immediately on NC 2011 marketing and sales materials, and the 2011 U.S. Figure Skating Championships web site, www.northcarolina2011.com.

Tickets are already on sale for the 2011 U.S. Championships, with All-Event Ticket Packages starting as low as \$225. NC 2011 is promoting a special offer wherein a buyer gets a free ticket to the Skating Spectacular for each All-Event Ticket Package purchased during the month of June.

The All-Event Ticket Package may be purchased at www.northcarolina2011.com. Purchases will be time-stamped, and seat locations will be assigned at a later date, based on the order in which the purchases were received (based on price level selected).

Approximately 250 skaters from across the United States will compete in novice-, junior- and senior-level competition, with the event crowning 12 national champions in ladies, men's, pairs and ice dancing at all three levels.

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.

– 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.

– 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.

- Quotes -

"We are extremely proud of Patrice and Kathryn for their hard work, creativity and persistence throughout the extended process of developing the 2011 U.S. Championships logo," said Malinda Pengelly, CEO of BEM Interactive. "We are very pleased with the design and proud to have played a significant role in its creation."

"It bordered on 'design by committee'," said Hill Carrow, chairman of NC 2011, "but it truly ended up as a highly productive, collaborative effort, which in the end delivered a very attractive and marketable logo that manages to convey the essence of both the event and our state."

Faryn Driscoll, director of operations for the 2011 U.S. Championships, said "The red, white and blue colors are U.S. Figure Skating's colors, and, of course, are patriotic colors representing our country. In my opinion, the logo shows that North Carolina is literally going to take off with this event. I think the skaters and the fans are both really going to like it."