

# TEAM USA WinterFest

PRESENTED BY SINCE 1839 **HERSHEY'S**



## WHAT IS TEAM USA WINTERFEST

- Team USA WinterFest presented by HERSHEY'S is a 13-stop festival crisscrossing the country – and making a stop in Seoul – to bring the energy and excitement of the Olympic and Paralympic Winter Games PyeongChang 2018 to Team USA fans around the globe.
- The tour offers fans an opportunity to engage with U.S. Olympic and Paralympic athletes and 2018 hopefuls who will showcase their Team USA spirit and talents at each destination.
- The tour stops will feature a number of interactive elements, including HERSHEY'S S'moresmobile, Bobsled Boomerang and Performance Stage, along with OREO's Team USA Curling Challenge and Social Media Truck. Other elements include interactive sport participation, virtual-reality experiences, athlete meet and greets, Team USA giveaways and more.
- All events are free and open to the public.
- The official hashtag of Team USA WinterFest presented by HERSHEY'S is **#TeamUSAFest**



## WHAT IS HAPPENING AT THE EVENTS?

- Several Team USA athletes will be at each stop, participating in Q&As, autograph sessions, and fan meet and greets.
- Fans can enjoy a free S'mores from the HERSHEY'S S'moresmobile, while supplies last, or experience what it's like to be in an Olympic bobsled with the HERSHEY'S Bobsled Boomerang.
- The HERSHEY'S Stage will be at select stops, hosting both musical and entertainment performances.
- Fans can participate in the Team USA Curling Challenge presented by OREO with a chance to win a trip for two to Park City or enjoy the sport of skeleton through a virtual-reality experience powered by Samsung.



## WINTERFEST STOPS

DATE	CITY	LOCATION/IN CONJUNCTION WITH
Nov. 1	New York, New York	100 Days Out
Nov. 11	Omaha, Nebraska	U.S. Olympic Curling Team Trials – Curling
Nov. 18	Dallas, Texas	Klyde Warren Park
Dec. 2	Cincinnati, Ohio	Washington Park
Dec. 30-31	Nashville, Tennessee	Downtown Nashville – New Year's Eve
Jan. 6	San Jose, California	U.S. Figure Skating Championships
Jan. 13	Squaw Valley, California	Après Ski Activities
Jan. 20	Bentonville, Arkansas	Walmart Flagship Store
Feb. 3	St. Paul, Minnesota	Saint Paul Winter Carnival
Feb. 10	Park City, Utah	Opening Weekend of the 2018 Games
Feb. 19	Seoul, South Korea	Military Appreciation Celebration
Feb. 20	Hershey, Pennsylvania	The Hershey Company Headquarters
Feb. 24	Lake Placid, New York	Closing Weekend of the 2018 Games