

# TEAM USA WinterFest

PRESENTED BY **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 and Bobsled Boomerang, along with OREO's Team USA Curling Challenge and Social Truck. Other elements include interactive sport participation, virtual-reality experiences, athlete meet and greets, Team USA giveaways and more.



## WINTERFEST IS VISITING LAKE PLACID

- Team USA WinterFest presented by HERSHEY'S will be in Lake Placid, New York, on Feb. 24 from 1-8 p.m.
- Musical performance by Third Eye Blind on the HERSHEY'S Stage.
- The event is free and open to the public.
- The official hashtag of Team USA WinterFest presented by HERSHEY'S is **#TeamUSAFest**



## WHAT IS HAPPENING AT THE EVENT?

- Several Team USA athletes, including 2014 Olympic ice dancing champions Meryl Davis and Charlie White along with two-time Olympian Sasha Cohen (figure skating) and five-time Olympic champion Eric Heiden (long track speedskating), will participate 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.
- In the Team USA Social Truck presented by OREO, fans can face swap with Team USA athletes, enjoy the GIF station and watch athletes during Facebook Live chats.
- Fans can participate in the Team USA Curling Challenge presented by OREO or enjoy the sport of skeleton through a virtual-reality experience powered by Samsung.



## LAKE PLACID OLYMPIC AND PARALYMPIC HISTORY

- Lake Placid hosted the 1932 Olympic Winter Games and the 1980 Olympic Winter Games.
- The Olympic Winter Games Lake Placid 1980 marked the first time machines (e.g. Zamboni for preparing ice sheets) were used to ensure all events took place in the best possible conditions.
- The United States men's ice hockey team – composed mostly of collegiate players – was not predicted to advance beyond group play. However, after a thrilling 4-3 victory over the veteran Soviet Union team, the U.S. men went on to win the gold medal at the 1980 Games.
- The U.S. Olympic Training Center in Lake Placid – which opened in 1982 – was initially created to support winter sports such as bobsled and skeleton, but several summer sports now train at the OTC as well.

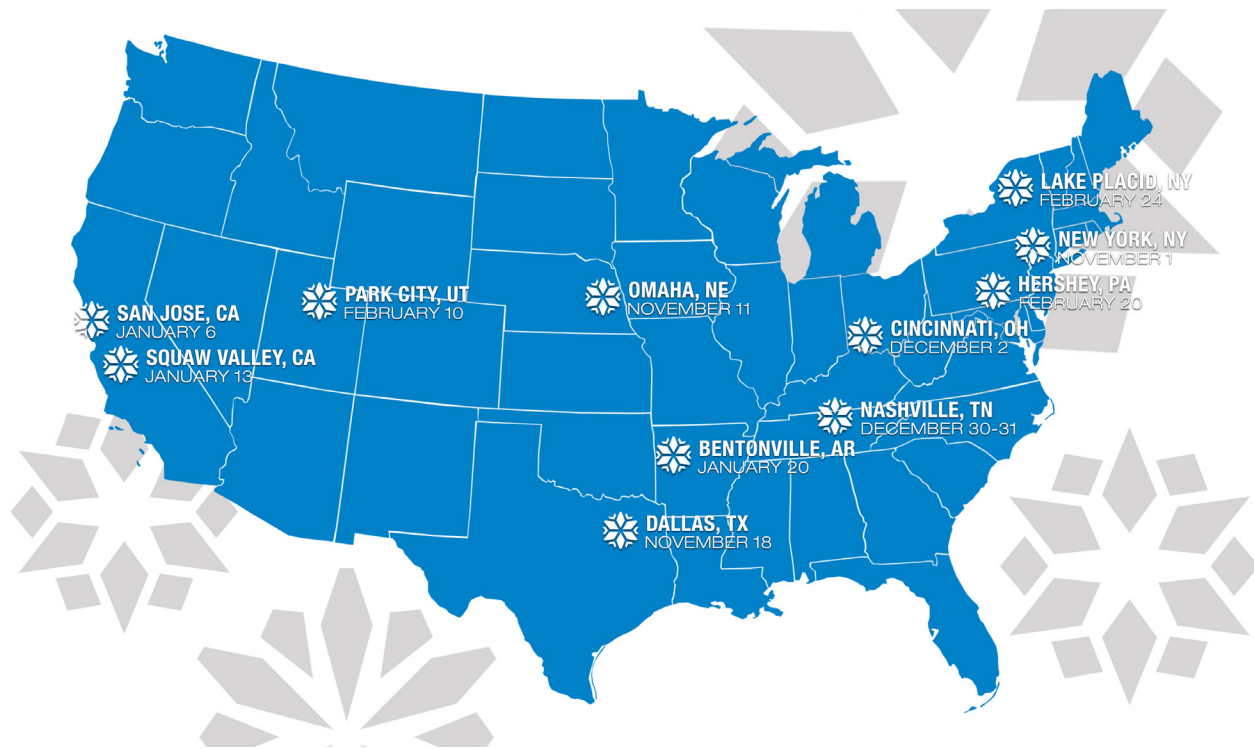


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DATE	CITY	LOCATION/IN CONJUNCTION WITH
Nov. 1	New York, New York	100 Days Out
Nov. 11	Omaha, Nebraska	U.S. Olympic Curling Team Trials – Curling
Nov. 18	Dallas, Texas	Klyde Warren Park
Dec. 2	Cincinnati, Ohio	Washington Park
Dec. 30-31	Nashville, Tennessee	Music City Midnight at Music City Walk of Fame Park
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



## THE UNITED STATES OLYMPIC COMMITTEE AND ATHLETE SUPPORT

- The USOC is a nonprofit organization and one of the only National Olympic Committees in the world that does not receive government funding for its Olympic programs.
- The USOC relies on the support of a committed community of sponsors and donors to provide America's elite athletes the support they deserve.
- In 2016, the USOC distributed a total of \$84.7 million in grants – up \$8.4 million from 2015 – directly to U.S. athletes and their sport governing bodies.

