

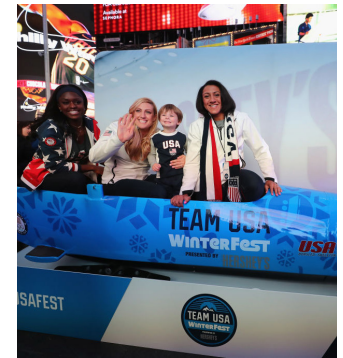
# TEAM USA WinterFest

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 PARK CITY

- Team USA WinterFest presented by HERSHEY'S will be in downtown Park City, Utah, on Feb. 10 from 1-7 p.m.
- Musical performances by Good Charlotte and Sleeping with Sirens 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**



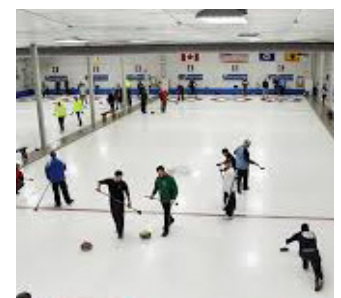
## WHAT IS HAPPENING AT THE EVENT?

- Several Team USA athletes, including 2014 Olympic ice dancing champions Meryl Davis and Charlie White along with two-time Olympian Jeremy Bloom (freestyle skiing) and Olympic alpine champion Picabo Street, 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.



## PARK CITY OLYMPIC AND PARALYMPIC HISTORY

- There have been 45 U.S. Olympians born in Park City and Salt Lake City.
- Salt Lake City hosted the 2002 Olympic Winter Games. Approximately 2,400 athletes from 77 nations who participated in 78 events across 15 disciplines.
- The U.S. won 34 medals, shattering its old record of 13 medals won at an Olympic Winter Games. Highlights included the U.S. men's snowboarding halfpipe team sweeping the podium, and Sarah Hughes (gold) and Michelle Kwan (bronze) medaling in women's figure skating.
- The Utah Olympic Park is a winter sports park that was designed and built specifically for the Games in Salt Lake. During the 2002 Games, the park hosted the bobsled, luge, Nordic combined, skeleton and ski jumping events. The park still serves as a training center for Olympic athletes and hopefuls.

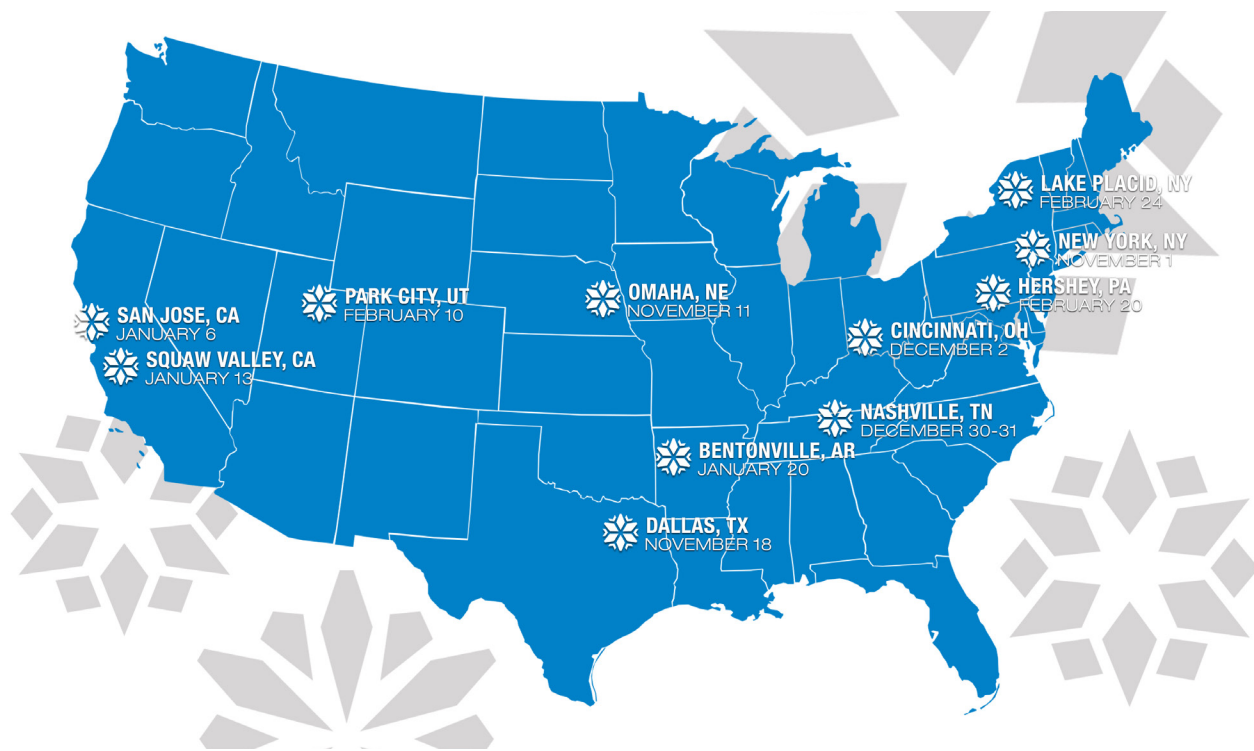


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DATE	CITY	LOCATION/IN CONJUNCTION WITH
Nov. 1	New York, New York	100 Days Out
Nov. 11	Omaha, Nebraska	U.S. Olympic Curling Team Trials – Curling
Nov. 18	Dallas, Texas	Klyde Warren Park
Dec. 2	Cincinnati, Ohio	Washington Park
Dec. 30-31	Nashville, Tennessee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

