

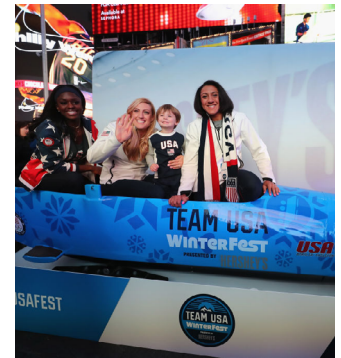
TEAM USA WinterFest

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 SQUAW VALLEY

- Team USA WinterFest presented by HERSHEY'S will be at the Squaw Valley Ski Resort on Jan. 13 from 11 a.m.-5 p.m.
- 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?

- Team USA athletes four-time Olympians Daron Rahlves (alpine and freestyle skiing) and Marco Sullivan (alpine skiing) 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 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.



SQUAW VALLEY OLYMPIC AND PARALYMPIC HISTORY

- Squaw Valley hosted the 1960 Olympic Winter Games.
- Walt Disney produced both Opening and Closing ceremonies at Squaw Valley, the torch relay and victory ceremonies.
- Squaw Valley created the first Olympic Winter Games Athlete Village since no hotels or homes were available to athletes.
- The 1960 Games was the first use of instant replay. When officials became unsure whether a skier missed a gate in the men's slalom, they asked a television station onsite if they could review a videotape of the race.

