



PRESS RELEASE

For Immediate Release

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Utah Front and Center Leading up to Sochi Games

Partnership of Utah's sports entities bring Olympic related events & Olympic Trials to Utah

SALT LAKE CITY (December 17, 2013) – Utah, *The State of Sport*, is committed to its Olympic and sport legacy as it ramps up to host major snow and ice events leading up to the 2014 Olympic Winter Games in Sochi, Russia. Over a four month period, the United States Olympic Committee (USOC) and National Governing Bodies of sport, will have brought some of its most important World Cup, U.S. Grand Prix and Olympic Trial events to Utah. The events are in Utah as a result of a Team Utah partnership between the U.S. Ski and Snowboarding Association (USSA), US Speedskating, the Utah Olympic Legacy Foundation, the Utah Sports Commission and several of Utah's Olympic venues.

"Through the hard work of many key partners following our Olympic and sports legacy strategy, we have been able to change Utah's sport landscape", said Governor Gary R. Herbert. "We are thrilled to have Olympic level competition continuing to take place in Utah and invite all of Utah's residents to come experience the excitement of Olympic competition and the Olympic spirit that we felt almost 12 years ago".

Utah started its winter event season with the USOC Media Summit, followed by the U.S. Figure Skating International Classic and World Cups in Speedskating, Bobsled, Skeleton and Luge, and will now host some of the nation's best athletes vying for their spot in Sochi during Olympic Trials for Nordic Combined and Ski Jumping and Speedskating. Utah's busy season continues as it hosts the FIS Freestyle International and Visa U.S. Freeskiing Grand Prix, which will result in naming the first ever U.S. Olympic Freeskiing Team.

"This season's winter sports events will provide an estimated \$27 million in economic impact to the state and will garner over \$6 million in media value and promotion to Utah", said Jeff Robbins, president & CEO of the Utah Sports Commission. "These events are another example of how Utah has become *The State of Sport*."

For the first time ever, the Speedskating U.S. Olympic Team Trials will air live with 13.5 hours of coverage across NBC and NBC Sports Network. Approximately 25 athletes will be named to the 2014 U.S. Olympic Speedskating Team by the completion of the nine-day competition taking place on the "fastest ice on earth" at the Utah Olympic Oval. The Long Track Olympic Trials will be held from December 27, 2013 thru January 1, 2014, followed immediately by the Short Track Trials, which will take place January 2-5, 2014.

"The U.S. Olympic Team Trials will be a pressured packed, exciting competition at a great venue with a storied history. We have a talented group of athletes that will be fighting for a limited amount of Olympic spots which will lead to fast times and high drama", said Ted Morris, executive director of US Speedskating. "We are excited about our partnership with The Utah Olympic Legacy Foundation and the Utah Sports Commission in bringing this event to Utah and building on the state's reputation as a true home to Winter Olympic Sport and athletes." It will be a fantastic event for kids and families to attend and see the future stars of the 2014 U.S. Olympic Team."

Bill Marolt, president and CEO, U.S. Ski and Snowboard Association said, "Utah continues to be a focal point for Winter Olympic sport, with continued use of the 2002 Olympic venues for elite competitions and grassroots programs. The Utah Olympic Park, Soldier Hollow, Deer Valley and Park City are outstanding legacy venues that will each play a role in the selection of our 2014 Olympic Teams".

HIGHLIGHTS

- This winter, Utah will be the center of activity for winter sports as it plays host to the USOC Media Summit, Figure Skating, Speedskating, Bobsled, Skeleton and Luge World Cups, Olympic Trials in Nordic Combined and Ski Jumping and Speedskating, Visa FIS Freestyle International World Cup, Visa U.S. Freeskiing Grand Prix presented by The North Face and the naming of the first ever U.S. Olympic Freeskiing Team.
- Utah's Olympic Legacy and Sports Strategy has resulted in Utah hosting over 12 Olympic related winter events during the 2013-2014 season
- All of Utah's 14 Olympic venues are in use today for training, hosting world-class sporting events and grass roots athlete development programs and six of these venues will play host to this winter's events -- Deer Valley Resort, Park City Mountain Resort, Utah Olympic Park, Utah Olympic Oval, Soldier Hollow and Salt Lake City Sports Complex.
- The events will culminate with the announcement of the Olympic Freestyle Aerials Team and the first ever Olympic Freeskiing Team.
- The events will attract hundreds of the world's top Olympic competitors to Utah for a mix of International Ski Federation World Cup and Sprint U.S. Grand Prix events.
- Global TV and digital broadcasts of the events will include NBC, NBC Sports, Universal Sports and others with a mix of live, taped and streaming coverage.
- Economic impact of the events is estimated at \$27 million with media value of over \$6 million.

UPCOMING EVENT INFORMATION AND TICKETS:

Olympic Trials Nordic Combined and Ski Jumping (Utah Olympic Park) utahsportevents.org

Two-Day VIP Access \$100

General Admission Free

Media Credentials: Nordic Combined: <https://utaholympiclegacyfoundation.org/nordic-combined-olympic-trials/>
Ski Jumping: <https://utaholympiclegacyfoundation.org/ski-jumping-olympic-trials/>

Road to Sochi Interactive Tour (Utah Olympic Park)

Dec 28 9:30a-12:00p • Dec 29 10:00a-12:00p

10 interactive booths, meet athletes

Free admission

Nordic Festival (Basic Recreation Lower Cross Country Trails Loop)

Dec 28 1:30p-5p

Community event with booths, food, kid-friendly activities

Free admission

Olympic Trials Speedskating (Utah Olympic Oval) utahsportevents.org

Daily VIP \$150

General Admission: Adults \$8 Kids (3-5) \$4

Media Credentials Speedskating: <https://utaholympiclegacyfoundation.org/speed-skating-u-s-olympic-trials/>

Road to Sochi Interactive Tour (Utah Olympic Oval Entrance)

Jan 3 and 4 11:00a-5:00p

10 interactive sports booths, meet athletes

Free admission

Visa FIS Freestyle International World Cup (Deer Valley Resort) [FISFREESTYLEWORLD CUP](http://www.fisfreestyleworldcup.com)

General Admission Free

Media Credentials: <http://press.deervalley.com/press-accreditation-form>

Visa U.S. Freeskiing Grand Prix presented by The North Face and Olympic Team Naming (Park City Mountain Resort) [GRANDPRIXFREESKIING](http://www.grandprixfreeskiing.com)

General Admission Free

Media Credentials: <http://www.irideparkcity.tv/iridepc/resort-info/gp/gp-media.html>

UTAH'S OLYMPIC & SPORTS LEGACY EVENTS

2013-14 Season

Sep 11-15 U.S. International Figure Skating Classic

Sep 29-Oct 2 USOC Media Summit

Nov 15-17 ISU World Cup Speedskating Long Track - Utah Olympic Oval

Dec 6-7 FIBT Bobsled & Skeleton World Cup - Utah Olympic Park

Dec 13-14 FIL Luge World Cup - Utah Olympic Park

Dec 28-29 U.S. Olympic Trials - Ski Jumping and Nordic Combined - Utah Olympic Park

Dec 27-Jan 1 Olympic Trials U.S. Speedskating Long Track - Utah Olympic Oval

Jan 2-5 Olympic Trials - U.S. Short Track - Utah Olympic Oval

Jan 2-8 U.S. Cross Country Ski Championships - Soldier Hollow

Jan 8 Freestyle Press Conference (Olympic Uniform Unveiling) - Deer Valley Resort

Jan 9-11 Visa FIS Freestyle International World Cup - Deer Valley Resort

Jan 17-18 Visa U.S. Freeskiing Grand Prix presented by The North Face - Park City Mountain Resort

Jan 18 U.S. Olympic Freeskiing Team Announcement - Park City Mountain Resort

Jan 25 - Olympic Aerials Team Announcement - Deer Valley Resort

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