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News Release

North Carolina Olympic Celebration Set for Friday and Saturday

Cary, N.C. – The 2012 North Carolina Olympic Celebration kicks off this Friday, September 28 with the North Carolina Sports Summit, continues the following morning with community Olympic outreach programs, and concludes Saturday evening with the Olympic & Paralympic Athlete Celebration. The Olympic Weekend celebrates North Carolina's Olympians past and present, and serves as a commemoration of the 25th Anniversary of U.S. Olympic Festival-'87, the largest event ever held in the Carolinas.

Olympians participating in the Olympic Celebration activities include Cullen Jones, former NC State swimmer, who resides in Charlotte, and is a two-time Olympic gold medal winner; Manteo Mitchell, coach at Western Carolina University who won gold in the Track & Field 4x100 relay, running his leg of the race on a broken leg; and Coach Mike Krzyzewski, who led the U.S. Men's Basketball Team to its second consecutive gold medal.

"The North Carolina Olympic Celebration has something for everyone," said Hill Carrow, CEO of the Triangle Sports Commission, host of the event. "We have industry professionals, students, and Olympic enthusiasts attending the North Carolina Sports Summit on Friday. On Saturday morning, our outreach programs are targeted at youth participants interested in the sports of table tennis and swimming. And on Saturday evening, anyone can enjoy sharing in Olympic achievements and the Olympic spirit with the athletes and coaches who have participated in the world's largest sporting event."

Opening the North Carolina Sports Summit at 10:00 am on Friday is Ben Sutton, President of IMG College, based in Winston-Salem and the largest collegiate marketing company in the world. Jim Cain, former President of the Carolina Hurricanes and former US Ambassador to Denmark, will serve as Moderator for the College Sports session.

One of the features of the Sports Summit is the Olympic Coaches Luncheon. The Luncheon is an ESPN living room-chat-style panel with Olympic Coaches Mike Krzyzewski, Head Coach, US Men's Olympic Basketball team, 2008 (Beijing) and 2012 (London) Olympic Games; Drew Johansen, Head Coach, 2012 US Olympic Diving Team; David Marsh, Assistant Coach, 2012 US Olympic Swimming Team; and George Williams, Head Coach, 2004 (Athens) US Olympic Track & Field Team. NBC17's News Director and Host of the Olympic Zone, Penn Holderness, will serve as panel moderator.

Sports industry executives from across the state will address topics such as Sports Marketing, Venues, Sports Governing Bodies, and Major Events. Presenters include Cameron Wagner, Senior Vice President, GMR (Charlotte); Elizabeth Lindsey, Co-President, WMG Consulting (Raleigh); Susan Braman, General Manager, Greensboro Aquatic Center (Greensboro); Larry Perkins, Vice President and Assistant General Manager, PNC Arena (Raleigh); Paul Seiler, CEO, USA Baseball (Durham); Nadine Day,

President, US Masters Swimming (Chicago); Jeff Wise, Executive Director, US National Whitewater Center (Charlotte); Tom Halleran, Director of Development, SP Gameday Services (Las Vegas); Will Johnson, WJ Events (Raleigh); and Shannon Mizell, NBC News (Apex). Additional Moderators are Matt West, Chairman, and Mike Hurley, President, Intangibles LLC (Pinehurst and Raleigh); and Hill Carrow, CEO, Sports & Properties, Inc. and Volunteer CEO, Triangle Sports Commission (Cary).

On Saturday morning from 10:00 am to noon, US Olympian Diana Gee and U.S. Olympic Festival-'87 competitor Kim Gilbert will lead an Olympic Outreach program for local youth interested in Table Tennis. Almost simultaneously, from 10:45 to 12:15pm, Nadine Day, U.S. Olympic Festival-'87 Gold Medalist and Masters Swimming National Champion will lead a similar program for young swimmers at Pullen Park Pool in Raleigh.

Saturday evening's Olympic & Paralympic Athlete Celebration begins with a reception at 5:30 pm, followed by a dinner at 7:00 pm. The evening's festivities include a parade of athletes, torch relay, silent auction, presentations of the LeRoy Walker Outstanding NC Olympic Athlete Award, the Kay Yow Courage Award, and the Hill Carrow Regional Leadership Award, a special moment of silence for the 1972 Munich Olympic massacre, and Olympic and Olympic Festival highlight videos. Cullen Jones, second fastest man on water and North Carolina's most-decorated Olympian of 2012, will deliver the keynote address.

All North Carolina Olympic Celebration activities, with the exception of the Swimming Outreach program to be held at Pullen Park Pool in Raleigh, will be held at the Embassy Suites Hotel on Harrison Oaks Boulevard in Cary. All North Carolina Olympic Celebration events are open to the public, and tickets can be purchased by visiting www.trianglesportscommission.com. A complete list of Olympic Celebration events and activities can be found at the website.

Accredited members of the media wishing to attend should contact Faryn Roy at froy@trianglesportscommission.com.

2012 North Carolina Olympic Celebration Events and Activities Friday, September 28 and Saturday, September 29, 2012

FRIDAY, SEPTEMBER 28, 2012

NC Sports Summit; Embassy Suites Hotel, Cary, NC

10:00 am-10:50 am Collegiate Sports: The Changing Face of College Sports: Challenges and Opportunities

Ben Sutton, President, IMG College; Moderator: Jim Cain, Kilpatrick Townsend/Sports & Properties, Inc.

11:00 am-11:50 am Sponsorship Marketing: Delivering Value in Today's Sports Sponsorships

Cameron Wagner, Senior Vice President, Client Services, GMR; Elizabeth Lindsey, Co-President, WMG Consulting; Moderator: Matt West, Intangibles LLC

12:00 pm-1:30 pm Olympic Coaches Luncheon: Team USA Leadership and the Olympic Experience

George Williams, Head Coach, US Olympic Track & Field Team, 2004 Olympics (Athens); Drew Johansen, Head Coach, US Diving Team, 2012 Olympics (London); Mike Krzyzewski, Head Coach, US Men's Basketball Team, 2008 (Beijing) & 2012 Olympics (London); David Marsh, Assistant Coach, US Swimming Team, 2012 Olympics (London); Moderator: Penn Holderness, NBC17

1:30 pm - 2:20 pm Venues: Enhancing Local Communities: The Importance of Major Venues

Susan Braman, General Manager, Greensboro Aquatic Center; Larry Perkins, PNC Arena; Hill Carrow, Sports & Properties, Inc.

2:30 pm - 3:20 pm Sport Governing Bodies: Multiple Constituencies: The Key Role of NGB's in the Sports Industry

Paul Seiler, CEO, USA Baseball; Nadine Day, President, US Masters Swimming; Jeff Wise, US National Whitewater Center; Moderator: Mike Hurley, Intangibles LLC

3:30 pm-4:20 pm Major Events: Lessons from the London Olympic Games for Every Event

Tom Halleran, Director of Development, SP Plus Gameday; Will Johnson, WJEvents; Shannon Mizell, NBC News; Moderator: Hill Carrow, Sports & Properties, Inc.

SATURDAY, SEPTEMBER 29, 2012

Olympic Sports Outreach to Triangle Youth

Table Tennis: 10:00 am to 12:00 noon, Embassy Suites Hotel, Cary, NC, ballroom
Led by US Olympian Diana Gee and US Olympic Festival Competitor Kim Gilbert

Swimming: 10:45 pm to 12:15 pm, Pullen Park Pool, Raleigh, NC

Led by US Masters Swimming President and Champion, and US Olympic Festival Gold Medalist, Nadine Day

Olympic & Paralympic Athlete Celebration

Reception: 5:30-7:00 pm, Embassy Suites Hotel, Cary, NC, ballroom

Dinner: 7:00 pm -10:00 pm, Embassy Suites Hotel, Cary, NC, ballroom

Keynote Speaker: Olympic Gold Medalist, Cullen Jones

Evening Activities: Parade of Athletes, Torch Relay, Silent Auction, Special Moment of Silence, Olympic & Olympic Festival Highlight Videos

About the Triangle Sports Commission

The Triangle Sports Commission (TSC) is the sports commission for the Raleigh, Durham, Chapel Hill and Cary (Triangle) region. The TSC was founded in 2001 and is a non-profit charitable organization focused on building the region's sports tourism industry and overall sports economy. The TSC's first major project was winning the bid to relocate USA Baseball's Headquarters and Training Center to the Triangle, including over \$13 million in commitments secured by the TSC resulting in the development of the new USAB National Training Complex in Cary. This year marks one of the busiest years in TSC history, highlighted by the hosting of the U.S. Olympic Trials in Table Tennis, the U.S. Masters Swimming High Performance Camp, and the North Carolina Olympic Celebration. For additional information on the Triangle Sports Commission, visit www.trianglesportscommission.com.