



**MEDIA ALERT: U.S. Olympic Committee brings Road to Sochi Tour
presented by Liberty Mutual Insurance to Cincinnati**
Team USA's interactive sports tour brings Olympic spirit to Cincinnati

CINCINNATI -- The United States Olympic Committee is bringing the magic of the Olympic and Paralympic Winter Games to Fountain Square in downtown Cincinnati, Ohio, through the Road to Sochi Tour, presented by Liberty Mutual Insurance. This interactive sports tour is circling the country through the Sochi 2014 Olympic Winter Games. All activities are free and open to the public.

The tour stop will take place in Cincinnati's Fountain Square at Fifth & Vine Streets on Friday, Dec. 13, from 1-7 p.m.

Volunteers are needed to help with the interactive demonstrations. For additional information on volunteering, contact Ryan Smeltzer at the Greater Cincinnati Sports Corporation at rsmeltzer@cincyusa.com or (513) 929-4263.

Participants will have the opportunity to try out their Olympic and Paralympic skills through a number of interactive sport elements, including:

Biathlon

Participants will compete head-to-head in a two-minute action-packed biathlon course. There will be two fully interactive stand-up ski ergometers with a shared projection screen.

Bobsled

A bobsled will be positioned within the footprint for a digital photo opportunity enhanced with a bobsled track background. Participants will be able to upload their images and share socially with family and friends.

Cross-country skiing

Participants will have the opportunity to test a cross-country ski course utilizing roller skis, which are used by elite athletes for training during the warm summer months.

Curling & wheelchair curling

Participants will have the opportunity to try both curling and wheelchair curling on an actual ice sheet and will be judged on the distance of the stone to the house using the hog line.

Figure skating

Participants will walk back in time and have an opportunity to see some of the oldest, most historic figure skating memorabilia in the United States, including the U.S. Figure Skating Championship Trophy, which is a Tiffany & Co.-designed sterling silver award that features the names of every national champion in U.S. figure skating history in each of the four disciplines.

Ice hockey and sled hockey

A hockey slap shot will test speed and accuracy. Participants will be challenged to take a shot both in a sled and on their feet at a regulation goal equipped with a radar gun and shooting targets. Top scores and speeds for both disciplines will be recorded and shown throughout the day.

Luge

Participants will suit up and steer down a street luge ramp for a first-hand experience of one of the fastest sports in the Olympic Winter Games.

Ski jumping

A ski jump photo opportunity will allow participants to take a photo while "in flight." Skis will be mounted in a semi-vertical position, allowing users to step into ski boots for this custom shot. The green screen background is a photo from the actual take-off ramp in Sochi.



Snowboarding

Participants will board down virtual slopes utilizing two Wii kiosks that will operate independently or together so consumers can race against one another or conduct a solo skill/speed challenge. Fans can also play *Mario&Sonic* at the Sochi2014 Olympic Winter Games.

Speedskating

This station will feature two slideboards that will give participants the opportunity to compete in a head-to-head one-minute skate off while challenging their strength, stamina and balance.

First conceived as the Road to London Tour in 2012 – which garnered an estimated 700,000 participants – this year's Road to Sochi Tour, presented by Liberty Mutual Insurance, is the second edition of the USOC's "Road To" tour and has grown to feature 11 sponsors: Liberty Mutual Insurance, Coca-Cola, AT&T, Budweiser, Chobani, Folgers (Smucker's), Hilton HHonors, Jif (Smucker's), Kellogg's, Smucker's jams and United Airlines.

EDITOR'S NOTE: Media interested in acquiring additional information about the Road to Sochi Tour should email Vanessa.Virbitsky@usoc.org.

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The Greater Cincinnati Sports Corporation (GCSC) strives to enrich the community through the acquisition of amateur and professional sporting events, by maximizing economic impact and promoting the Greater Cincinnati & Northern Kentucky region as a premier sports destination. We have a 24-year history of event management that brings pride, visibility and positive economic impact to this region. From World Championships and National Championships to community-based programs designed to benefit our youth, we are making a difference in the quality of life for Greater Cincinnati. GCSC is funded in part by and represents the Cincinnati USA and Northern Kentucky Convention & Visitors Bureaus. For more information on GCSC or a full calendar, visit www.CincySports.org.