FOR IMMEDIATE RELEASE

Holland named Executive Director for Kansas City 2017 Prudential U.S. Figure Skating Championships

KANSAS CITY, MO (January 31, 2016) – The Kansas City Sports Commission & Foundation is pleased to announce Katherine Holland as Kansas City’s Executive Director for the 2017 Prudential U.S. Figure Skating Championships.

Holland will be responsible for day-to-day management of the 2017 Prudential U.S. Figure Skating Championships with a heavy emphasis on leading all local marketing and sponsorship sales. Prior to this role, Holland was Director of Affluent Assets for VISA where she sourced and managed travel and lifestyle benefits for affluent-targeted North American Consumer Credit products. Before VISA, Holland was Vice President of Partnership Strategy for The Madison Square Garden Company in New York City where she led a team that supported the company’s first multi-platform, multi-venue, and multi-media “Marquee Partnership” with JPMorgan Chase. She also spent many years on the agency side managing sports, entertainment and venue sponsorships for American Express. Holland received her MBA in Communications and Marketing/Media Management from Fordham University in New York, NY and her BA in American Studies from Trinity College in Hartford, CT where she played varsity soccer.

“Katherine’s strong relationships and exceptional qualifications will greatly enhance the 2017 Prudential U.S. Figure Skating Championships in Kansas City,” said Kathy Nelson, President & CEO, Kansas City Sports Commission & Foundation. “Fans from throughout Kansas City and across the country will experience a first-class event and benefit from her diverse expertise.”

Holland will office at the Kansas City Sports Commission.

The 2017 Prudential U.S. Figure Skating Championships will take place from January 14-22. All-event ticket packages are now on sale and can be purchased here. For more information on the championships, visit www.2017uschampionships.com. To inquire about sponsorship opportunities, contact Katherine Holland at KHolland@sportkc.org or 816-389-4189.

About U.S. Figure Skating
U.S. Figure Skating is the national governing body for the sport of figure skating in the United States as recognized by the United States Olympic Committee and the International Skating Union. U.S. Figure Skating is comprised of more than 690 member clubs, collegiate clubs, school-affiliated clubs and more than 950 registered Basic Skills skating schools representing more than 178,000 members. U.S. Figure Skating is charged with the development of the sport on all levels within the United States including athletes, officials, sanctioning of events and exhibitions, and establishing the rules and guidelines by which the sport is governed.

About The Kansas City Sports Commission and Foundation
The mission of the Kansas City Sports Commission & Foundation is to drive Kansas City’s overall sports strategy, to enrich the quality of life, create economic impact and raise visibility for our region. As a privately-funded nonprofit, we are entirely dependent on your support. For the latest on Kansas City Sports Commission news, follow on Twitter, Facebook, Instagram and YouTube. Also follow the Waddell & Reed Kansas City Marathon on Twitter, Facebook and Instagram.