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## ***Olympics Heighten Interest in 2015 U.S. Figure Skating Championships Many Olympians Likely to Come to North Carolina for Competition***

GREENSBORO, N.C. (FEBRUARY 20, 2014) – As the Sochi Winter Olympic games draw to a close in a few days, eyes are now turning toward the 2015 U.S. Figure Skating Championships to be held in Greensboro next January. The Sochi Olympic Games have reignited the awareness of, and the American public's interest in, the sport of figure skating.

The Gold Medal win in ice dancing earlier this week by Americans Charlie White and Meryl Davis immediately generated heightened interest and excitement in the sport. White and Davis set the all-time scoring record in the ice dance discipline beating record-setting performances by the reigning Olympic champions Canadians Tessa Virtue and Scott Moir.

Media interest in figure skating confirms that interest in the sport is at a peak. NBC has dedicated more hours of coverage to figure skating than any other sport during the Sochi Olympics. The Winter Olympic Games have enjoyed more television and internet coverage than any other Winter Games in history. NBC also reported that the number one Olympic topic on social media in the U.S. was figure skating.

"We have definitely seen a significant boost in ticket package sales leading up to and during the Sochi Games thus far," said Hill Carrow, Chairman of the 2015 U.S. Figure Skating Championships. "Our website, [northcarolina2015.com](http://northcarolina2015.com), has seen quite an increase in traffic as well. We are particularly delighted that the Team Competition was added to the Olympics as that gives the sport unprecedented exposure virtually throughout the Games."

In addition to well-known skaters Ashley Wagner, Charlie White and Meryl Davis, the Sochi Olympic Games has built a much greater awareness among American audiences for the next generation of top American skaters, including Jason Brown in men's figure skating, Gracie Gold and Polina Edmunds in ladies figure skating; Marissa Castelli & Simon Shnapir and Felicia Zhang & Nathan Bartholomay in pairs; and Madison Chock & Evan Bates and Maia & Alex Shibutani in ice dance.

"The only US skater to announce that they are retiring after the Sochi Games is Jeremy Abbott," said Carrow, "So we are expecting to see these same U.S. Olympians at the 2015 U.S. Figure Skating Championships in January."

## **About the 2015 U.S. Figure Skating Championships**

The 2015 U.S. Figure Skating Championships will take place January 18 to 25, 2015 with practice day for the skaters on Saturday, January 17, and competition beginning Sunday, January 18 through Sunday, January 25. The Championships conclude with the Skating Spectacular on Sunday evening, January 25. At the 2015 U.S. Figure Skating Championships, national champions will be selected in Ladies, Men, Pairs, and Ice Dance at the Senior, Junior, Novice, Intermediate and Juvenile levels. For only the third time in the 100-year history of the event, the 2015 U.S. Figure Skating Championships will feature the three major components of the Championships—competition, practice and FanFest—all in one building, under one roof.

## **About North Carolina 2015**

North Carolina 2015 is the local organizing committee for the 2015 U.S. Figure Skating Championships to be held in Greensboro, NC, January 18-25, 2015. NC 2015 encompasses a collaborative team consisting of the Greensboro Coliseum Complex, the Greensboro Sports Commission, the Greensboro Convention & Visitors Bureau, Sports & Properties, Inc., and North Carolina Figure Skating Clubs. The 2015 U.S. Figure Skating Championships are sponsored locally by BB&T and VF Corporation, Presenting Sponsors; and by Official Sponsors the Greensboro Convention & Visitors Bureau, the Greensboro Coliseum Complex, the Joseph M. Bryan Foundation, Graphic Visual Solutions, BEM, Vela, The City of Greensboro, The Cemala Foundation, Ice Rink Events, HKS, Exact Target, and Hagan Davis Law Firm; and by Media Partners The News & Record, WFMY News2, Clear Channel Media + Entertainment, and Guilford Woman Magazine.

For more information, please visit [northcarolina2015.com](http://northcarolina2015.com)

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## **NOTE TO EDITORS**

Hill Carrow, chairman of North Carolina 2015, is available for phone interviews in conjunction with the Sochi Olympics and the 2015 U.S. Figure Skating Championships. Figure skating medalist and honorary chair of North Carolina 2015 Paul Wylie is in Sochi until the conclusion of the Olympics and is available on a limited basis for phone or Skype interviews.