



# NEWS RELEASE

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## 'IT'S SO GOOD, IT'S SCARY!' PROMOTION ANNOUNCED...WITH A CATCH

**Greensboro, N.C. (October 1, 2009)** – North Carolina 2011, the local organizing committee (LOC) for the 2011 U.S. Figure Skating Championships in Greensboro, N.C., today announced a special on All-Event Ticket Packages.

The "It's so good, it's scary!" promotion runs throughout the month of October. Every All-Event Ticket Package purchased during the month is 15 percent off. This means \$795 packages are now \$675.75, \$495 packages are \$420.75, \$295 packages are \$250.75, and \$225 packages are only \$191.25.

There is one major catch to the promotion: for the 15 percent discount to be applied to all orders, North Carolina 2011 must first reach 500 followers on Twitter. With more than 250 followers currently, the LOC asks you to spread the word to friends, family, co-workers and associates. Not only will following North Carolina 2011 on Twitter give you access to special contests and promotions, but you will also get the scoop on everything that is going on in the lead-up to the 2011 U.S. Championships before anyone else. Follow North Carolina 2011 on Twitter at [www.twitter.com/nc2011](http://www.twitter.com/nc2011).

"It is so important that everyone hit up their friends, family and associates to join our online Twitter following," said Hill Carrow, North Carolina 2011 chairman. "This is the best way to know all the latest information about the 2011 U.S. Figure Skating Championships before anyone else."

As an additional incentive to ticket purchasers, North Carolina 2011 is giving away special prizes. The first, 10<sup>th</sup>, 20<sup>th</sup>, 30<sup>th</sup>, 40<sup>th</sup> and 50<sup>th</sup> All-Event Ticket Packages purchased in October will receive either an Alissa Czisny- or Meryl Davis/Charlie White-autographed copy of SKATING Magazine with their respective photos on the cover. Alissa Czisny is the reigning U.S. ladies champion, while Meryl Davis and Charlie White are the reigning U.S. ice dancing champions.

"We want to move more All-Event Ticket Packages and build our online fan base," said Faryn Driscoll, director of operations for the 2011 U.S. Figure Skating Championships. "This was a great way to do both at the same time."

Those who have already purchased All-Event Ticket Packages and Skating Spectacular tickets will be pleased to know that their seat locations have already been tentatively identified, and all purchasers thus far are in excellent seating locations. Once locations are finalized with the Greensboro Coliseum Box Office later this fall, purchasers will be notified of their seat assignments.

**- About North Carolina 2011 -**

North Carolina 2011 is the local organizing committee for the 2011 U.S. Figure Skating Championships to be held in Greensboro, N.C. NC 2011 encompasses a collaborative team consisting of the Greensboro Coliseum Complex, the Greensboro Sports Commission, the Greensboro Convention & Visitors Bureau, Sports & Properties, Inc., and the North

Carolina Figure Skating Association. 2011 U.S. Figure Skating Championships are sponsored locally by Lowes Foods, Presenting Sponsor; and by Official Sponsors: Greensboro Coliseum Complex, Graphic Visual Solutions, BEM Interactive, MediaFit, Annese Public Relations, and Ice Rink Events. For more information on North Carolina 2011 and the 2011 U.S. Figure Skating Championships, visit [www.northcarolina2011.com](http://www.northcarolina2011.com).

**- 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 700 member clubs, collegiate clubs, and school-affiliated clubs and more than 900 registered Basic Skills skating schools representing approximately 170,000 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.