



FACT SHEET

Go Team Visa Vancouver! Go World!

Team Visa at the Vancouver Olympic and Paralympic Winter Games

Since 1986, when Visa became an Olympic sponsor, its focus has been on the athletes. Over the years, Visa has created a unique global program, Team Visa, to help sustain the Olympic and Paralympic Teams and athletes as they prepared for the Games, providing them with direct financial and mentor support as well as ongoing life skills training. Team Visa has helped many Olympians and Olympic hopefuls over the years. Today, the program continues to provide long-term support to aspiring Olympians and Paralympians as they prepare for one of the greatest athletic challenges of their lives: competing at the Olympic and Paralympic Games.

For the Vancouver Olympic and Paralympic Winter Games, Team Visa Vancouver comprised of 33 individual athletes, as well as national teams from the United States, Canada, China, Japan and Russia. Individual Team Visa athletes earned a total of 11 medals at the Olympic Winter Games – 2 Gold, 8 Silver, and 1 Bronze – while two of the national teams that Visa sponsored earned a total of 25 medals - the Canadian Bobsleigh & Skeleton teams garnered 2 Gold, 1 Silver, and 1 Bronze and the United States Ski & Snowboard Teams earned 6 Gold, 8 Silver, and 7 Bronze.

In addition to their remarkable accomplishments at the Olympic Winter Games, individual Team Visa athletes were central to *Go World*, Visa's unique global advertising and marketing campaign. Their exceptional stories celebrated sport and human triumph, bringing fans closer to them and to the Olympic Winter Games. The *Go World* campaign was tailored across more than 27 countries, including the USA, Canada, Russia, Japan, Korea, China and Latin America to strengthen the campaign's relevance in those markets. In all, some 16 Team Visa athletes appeared in Visa's global *Go World* online, print and television advertising and marketing campaign. This first global Olympic-themed marketing campaign from Visa enabled the company to connect with cardholders and Olympic fans to drive preference for and usage of Visa products worldwide.

Team Visa athletes featured in *Go World* television advertisements in the US were Julia Mancuso, Casey Puckett, Lindsey Jacobellis, Ryan St. Onge, Angela Ruggiero, Johnny Spillane, Emily Cook, Seth Wescott, Chinese pairs skaters Zhang Dan and Zhang Hao, and Paralympian Alexi Salamone. Olympians Dan Jansen and members of the Jamaican Bobsled team were also introduced as part of the *Go World* Campaign. In Canada, Clara Hughes, Emily Brydon, Deidra Dionne, Jeff Christie, Brian McKeever and Jennifer Heil were highlighted as part of the campaign.

During the Games, Visa aired commercials saluting Team Visa medal-winning athletes Julia Mancuso, Angela Ruggiero, Johnny Spillane and Seth Wescott,

featuring footage from their winning performances. Additionally, Visa aired a spot in Canada to celebrate Canada's first gold medal win on home soil. These were broadcast within an hour or two of each athlete's performance. By immediately celebrating the athletes' achievements in real-time Visa was able to keep its campaign fresh, authentic and relevant.

Online at Visa's *Go World* site on www.visa.com, special offers for Olympic mementoes and gear, TV ads, training videos, and background information on the Team Visa athletes were available to the public. Visitors to the US site were also encouraged to celebrate their Olympic moments by customizing and purchasing Visa Gift Cards that featured Team Visa athletes' images.

A dedicated *Go World* brand channel on You Tube featured advertising spots, and behind the-scenes Team Visa training videos and Flip cam videos from the athletes. The site also debuted six new commercials featuring the Team Visa Vancouver athletes and Olympic legends prior to their airing on network television.

A special *Go World* fan page on Facebook also carried videos as well as quizzes and cheers for the Team Visa athletes. The athletes' training song playlists were available for purchase through iTunes and downloadable athlete widgets were created for sharing on social media networks such as Facebook, YouTube, and Twitter.

In a special initiative in New York City, Team Visa athletes were featured in a month long campaign within Grand Central Terminal, covering the subway corridor with first-ever 3D and 2D videos and static images from the *Go World* campaign. The advertising extension included more than 100 media elements, the most notable being a 3D video projection screen with audio that broadcast two commercials from the *Go World* campaign - "Anthem" and "Trip for Life." An estimated 3 million consumers passed through Grand Central Terminal's subway corridor during the 28-day campaign period.

Team Visa Vancouver Totals:

2 Gold Medals

- Seth Wescott, USA (Snowboardcross)
- Shen Xue & Zhao Hongbo, China (Pairs Figure Skating)

8 Silver Medals

- Jennifer Heil, Canada (Freestyle Skiing, Moguls)
- Julia Mancuso, USA (Alpine – Downhill)
- Julia Mancuso, USA (Alpine – Super Combined)
- Johnny Spillane, USA (Nordic Combined – Individual Normal Hill)
- Johnny Spillane, USA (Nordic Combined – Individual Large Hill)

- Johnny Spillane, USA (Nordic Combined – Team)
- Angela Ruggiero, USA (Ice Hockey)
- Pang Qing & Tong Jian (Pairs Figure Skating)

1 Bronze Medal

- Clara Hughes, Canada (Speed Skating, 5000m)

Visa also sponsored three national teams – the Canadian Bobsleigh & Skeleton Team, and the US Ski & Snowboard Teams. The medal summary for these teams:

2 Gold Medals, 1 Silver Medal, 1 Bronze Medal

- Canadian Bobsleigh & Skeleton (4 Medals)

6 Gold Medals, 8 Silver Medals, 7 Bronze Medals

- United States Ski & Snowboard Teams (21 Medals)

Around the world, athletes and mentors who are chosen to represent Team Visa must embody the Olympic and Paralympic Spirit. In addition to their superior athleticism, Team Visa athletes take time to give back to their community or their sport, and in so doing, have demonstrated leadership by example. These athletes epitomize the core values, attitudes, and behaviors of their heritage, offering the next generation of young athletes a goal to emulate. Visa salutes all of its Team Visa Athletes. Go Team Visa!

For further information concerning Visa and the Olympic Games, please contact Nancy Panter in San Francisco at (650) 432-1454. More sponsorship information is available at www.visa.com/olympicmediakit