



## 2016 Media Kit





Colorado Springs is the heart of the nation's Olympic movement, where a timeless culture of achievement, national pride and dedication sits comfortably alongside awe-inspiring beauty and unparalleled natural training grounds. We are home to the United States Olympic Committee Headquarters, 23 National Olympic Governing Bodies, over 50 National Sport Organizations, the U.S. Olympic Training Center and the future U.S. Olympic Museum and Hall of Fame.

Our diverse community has always reached for the sky, while remaining firmly grounded in the tremendous opportunities that the Pike's Peak Region affords us every day. Not limited to our man-made facilities, the region boasts incredible natural training ground, inspirational views and vistas, and a commitment to excellence that transcends sports and infuses itself in our educational, medical, technological and cultural assets.

Colorado Springs is Olympic City USA — where Olympic ideals inspire our every day.

In 2013, the City of Colorado Springs extended its 35-year relationship with the U.S. Olympic Committee, which committed to headquartering in the city of (now) over 450,000 for an additional 30 years.



The USOC initially moved its headquarters to Colorado Springs from New York City in 1978. It was soon followed by a parade of National Governing Bodies—23 of whom now call Colorado Springs home.

Athletes have long recognized Colorado Springs as the center of the Olympic and Paralympic movements. It was time the world did the same.

Colorado Springs IS Olympic City USA. Read on to learn why.





## Fast Facts

82 Olympians call Colorado Springs home.  
There are 265 Olympians living in the state of Colorado

Over 10,000 athletes—Olympians, Paralympians and Olympic and Paralympic hopefuls train at the U.S. Olympic Training Center in Colorado Springs each year



Nine members of the Colorado Springs Police Department trained at the Olympic Training Center. Among them, SWAT team member and 2008 Olympic Bronze Medalist Adam Wheeler (Greco Roman Wrestling)

The Olympic & Paralympic movements employ 2,100 people in Colorado Springs

The U.S. Men's Gymnastics Team is currently in residence at the U.S. OTC

130,000 people come to tour the U.S. Olympic Training Center in Colorado Springs each year.

In 2016, ground will break on The U.S. Olympic Museum & Hall of Fame near downtown. The Museum is expected to draw over 350,000 visitors per year.



In 2010, sports science experts from the U.S. Olympic Training Center worked with Colorado Springs Firefighters on endurance training. CSFD helped the USOTC demolish unwanted buildings as a training exercise

23 Olympic National Governing Bodies of Sport are headquartered here.



## **Fast Facts**

Colorado Springs is home to 160 miles of park trails and 105 miles of urban trails

Colorado Springs is home to 9,000 acres of parks, 500 acres of trails and 5,000 acres of open spaces

Colorado Springs' elevation is 6,035 feet, making it an ideal altitude training location

Colorado Springs' boasts 300 days of sun per year

626,000 people have climbed the ultra-challenging "Incline" - a local favorite hiking trail composed of an abandoned cog railway track scaling part of Pikes Peak/

Pikes Peak, at 14,115 feet, is known as "America's Mountain"

The City of Colorado Springs manages over 7,000 acres of dedicated "open space" land

Colorado Springs is the second-largest city in Colorado population-wise, and the largest geographically.

23 National Governing Bodies (of Olympic Sports)  
are Headquartered here.



## TRAINING GROUNDS ABOUND... Natural and Manmade



### Olympic Training Sites in Colorado Springs

The U.S. Olympic Training Center Velodrome

World Arena Ice Hall

The U.S. Olympic Training Center

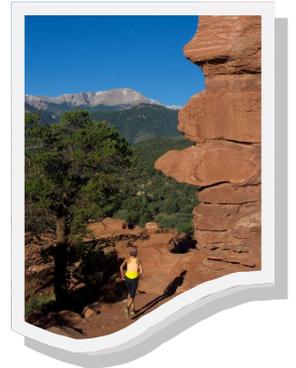
### Natural Training Grounds

Colorado Springs boasts a robust parks & trails system, including some of the nation's most famous natural attractions. Many of these natural and outdoor assets are frequented by training athletes, tourists and local citizens alike.



**Pikes Peak**, America's Mountain, towers above Colorado Springs at 14,110 feet. The mountain hosts multiple extreme sports events each year.

**Garden of the Gods** was named the #1 Park in America and #2 in the world



**The Incline** is a popular hiking trail and is one of the most popular and challenging hikes in the Colorado Springs area. It is famous for its sweeping views and steep grade, as steep as 68% in places with an average grade just over 40%, making it a fitness challenge for locals in the Colorado Springs area. The incline gains over 2,000 feet (610 m) of elevation in less than one mile, to a height of about 8,600'. It can be completed by elite athletes in around 20 minutes; The U.S. Forest Service has estimated that 70,000 people use the incline annually. It is not uncommon to see people ages 7-70 using the Incline, as well as Olympic athletes and members of the military

## TRUE CIVIC PARTNERS

### Olympism Takes Rank Among Local First Responders



Nine currently-serving Colorado Springs Police Officers trained at the U.S. Olympic Training Center in a variety of sports.

Tactical Enforcement Officer Adam Wheeler won a bronze medal in Greco-Roman wrestling at the 2008 Olympics in Beijing

Officer Clifton Sunada was a 1996 Olympian and won a silver medal in Judo at the 1991 PanAmerican Games. His brother, Officer Clayton Sunada, also trained in Judo.

Officers Chris Burns & Deidra Worley are School Resource Officers for CSPD – both trained at the U.S. OTC in Judo before working with local youth in Colorado Springs.

Three members of the CSPD – an officer, a sergeant and a lieutenant, trained in International Shooting at the USOTC before joining the police force.

**CSPD Officer Steve Pugsley** has twice escorted the Olympic torch. He has also done this with the PanAm Games and is waiting to see if he is selected this year to be part of the security team for the Rio Torch Relay.



**CSPD represents Olympic City USA!** pictured from left to right – (front row) School Resource Officer Dedra Worley -former resident athlete judo, Patrol Officer Clay Sunada-former resident athlete Judo, School Resource Officer Chris Burns-former resident athlete-Judo, Sgt. Mary Rosenoff-former OTC Tour Guide, Patrol Officer Cliff Sunada- Olympic Judo Team 1996 Atlanta, Georgia. (back row) Sgt. Josh Benner former resident athlete-Judo, Lt. Dave Edmondson International Shooting Olympic Team Alternate 1992 Barcelona, Spain, SWAT Officer Adam Wheeler Greco-Roman Wrestling bronze medalis 2008 Olympics in Beijing, China. and Sgt. Lance Lazoff, former resident athlete, International shooting.

## A CELEBRATION OF TEAM USA

The following events will take place in Colorado Springs in 2016

*2016 Olympic Downtown Festival ... **Olympic Day** ... USA Cycling Regional Talent ID Mountain Biking Camp ... Festival of Lights ... **Olympic & Paralympic Assembly** ... **USA Hockey Annual Congress** ... USA Cycling Coaching Summit ... U.S. Olympic and Paralympic Assembly ... U.S. Open Taekwondo Hanmadang ... U.S. Olympic Training Center **Velodrome Open Training Series** ... USA Shooting NTCSC Monthly PTO ... USA Taekwondo Level 2 Coaching Clinic ... Front Range Cycling Classic ... **USA Wrestling Dave Schultz Memorial International** ... USA Cycling Grand Prix of Colorado Springs ... USA Volleyball High Performance Coaches' Clinic ... 2016 USA Taekwondo Athlete Development Camp ... **USA Cycling Hill Climb National Championships** ... U.S. Paralympics Paracycling Talent Development Camp ... Groundbreaking of U.S. Olympic Museum*



Set during Opening Ceremonies, the Olympic Downtown Celebration in downtown Colorado Springs draws 30,000 viewers.



## **A CULTURE OF SPORT & EXCELLENCE**

**Though not “Olympic” affiliated, the below non-Olympic sports organizations have made Colorado Springs their home.**

Air Force Academy Athletic Corporation  
Carmichael Training Systems  
Colorado College Athletics  
Colorado Springs Sky Sox  
Colorado Springs Sports Corporation  
Colorado Springs Switchbacks  
Major League Baseball Players Alumni Assn.  
Mountain West Conference  
National Collegiate Hockey Conference  
National Junior College Athletic Assn.  
National Strength and Conditioning Assn.  
National Wheelchair Basketball Assn.  
Pikes Peak International Raceway  
Pro Rodeo Hall of Fame  
Professional Rodeo Cowboys Assn.  
Rocky Mountain Athletic Conference  
U.S. Anti-Doping Agency  
U.S. Association of Blind Athletes  
U.S. Hang Gliding & Paragliding Assn.  
USA Ultimate  
University of Colorado Colorado Springs Athletics  
Women’s Professional Rodeo Assn.  
World Figure Skating Museum and Hall of Fame