



CONTACT:  
**Bill Hatling**  
[billh@hatlingflint.com](mailto:billh@hatlingflint.com)

**hatlingflint**  
**330 Hwy 10 So.**  
**St. Cloud, MN 56304**  
**(T) 320-259-7976 X101**  
**(F) 320-259-0082**  
**(C) 320-492-8832**

[www.hatlingflint.com](http://www.hatlingflint.com)

### **HatlingFlint wins Olympic Gold Medal Team**

With only a few weeks before the opening ceremonies for the 2010 Winter Olympics in Vancouver, HatlingFlint has been chosen by the US Speedskating team to implement a social media campaign. The purpose of the campaign is to build a following of fans and encourage fundraising for the sport leading up to and through the Olympic games.

The US Speedskating team is a source of national pride;

- The team has won the most Olympic Gold Medals for Team USA.
- Some of the legendary Olympic Gold Medalists of the sport include Eric Heiden, Bonnie Blair, Dan Jansen, and Derek Parra.
- The 2010 Olympic team will once again include medalists Apollo Ohno, Shani Davis, Chad Hedrick, plus Olympic Medal hopefuls Katherine Reutter, Trevor Marsicano, and more.

When the news that Dutch bank DSB, the US Speedskating team's major sponsor went bankrupt this fall leaving them without sufficient funds going into the Olympics, Stephen Colbert of Comedy Central's Colbert Report took up the cause. Within the first few weeks, he has raised over \$250,000 for the team. The social media campaign that HatlingFlint is implementing will encourage individuals to lend support to the team with both their heart and finances.

You can follow the US Speedskating team by becoming a fan on Facebook, following them on Twitter, watching them on YouTube and the Colbert Report on Comedy Central. [Visit their site at www.usspeedskating.org](http://www.usspeedskating.org).

Go Team USA!

**HatlingFlint** is a member of the Flint Group of Advertising Agencies with locations in St. Cloud, Grand Forks, Fargo, Duluth and Anchorage.