

2011-12
US FIGURE SKATING
 FACT SHEET



ABOUT U.S. FIGURE SKATING

U.S. Figure Skating is the national governing body for the sport of figure skating in the United States. U.S. Figure Skating is a member of the International Skating Union (ISU), the international federation for figure skating, and the U.S. Olympic Committee (USOC).

U.S. Figure Skating is composed of member clubs, collegiate clubs, school-affiliated clubs, individual members, Friends of Figure Skating and Basic Skills programs.

The charter member clubs numbered seven in 1921 when the association was formed and first became a member of the ISU. To date, U.S. Figure Skating has more than 680 member clubs.

U.S. Figure Skating is one of the strongest and largest governing bodies within the winter Olympic movement with more than 180,000 members in more than 680 member clubs, collegiate clubs and school-affiliated clubs, and more than 1,000 registered Basic Skills programs.

The U.S. Figure Skating Basic Skills Program was created in 1968 to serve the needs of both the recreational and competitive skater. Since its inception, program instructors have taught more than 2 million people how to skate. During the 2010-11 season, Basic Skills welcomed 66 new skating schools, bringing the number of active programs throughout the country to more than 1,000.

U.S. Figure Skating's national headquarters – located in Colorado Springs, Colo. – is also home to the World Figure Skating Museum & Hall of Fame, which is toured by more than 7,000 visitors annually.

More than 1,000 volunteers serve on U.S. Figure Skating's Board of Directors and numerous committees. Thousands of other volunteers dedicate their time to club activities, judging, officiating and competition management.



FIGURE SKATING BY THE NUMBERS

- 5** The ranking of figure skating in terms of the size of its fan base. Figure skating's No. 5 ranking is behind only college sports, NFL, MLB and NBA in 2009. (Source: US Census and ESPN Sports Poll)
- 12** Age of the youngest athlete on the 2011-12 U.S. Team — men's skater Nathan Chen (born May 5, 1999)
- 17** Consecutive Olympic Winter Games at which at least one U.S. figure skater has won a medal, dating back to 1948, when Dick Button won his first Olympic gold
- 18** International gold medals won by the United States during the 2010-11 season
- 44** U.S. qualifying and international competitions available on a subscription basis on icenetwork.com
- 52** World titles won by U.S. skaters all-time
- 58** International medals won by U.S. figure skaters during the 2010-11 season
- 115** U.S. National Team athletes for the 2011-12 season
- 184** World Championship medals the United States has won (more than any other country)
- 240** U.S. Synchronized Team athletes for the 2011-12 season
- 246** Competitors at the 2011 AT&T U.S. Figure Skating Championships in Greensboro, N.C., in ladies, men's, pairs and ice dancing
- 2,000+** Credentials issued at the 2011 U.S. Championships (media, coaches, officials, skaters)
- \$95,000** Amount of money U.S. Figure Skating awarded to its athletes from its bonus program in 2010-11
- 130,000** Approximate readership of SKATING magazine
- 180,452** U.S. Figure Skating members during the 2010-11 season
- \$7 MILLION** U.S. Figure Skating dollars spent annually on direct and indirect athlete funding and assistance, sending athletes to international competitions, athlete programs, collegiate skating programs, synchronized skating programs and performance bonuses
- 190 MILLION** Total, unduplicated viewers (nearly two-thirds of all Americans) who watched the 2010 Olympics on the NBC Universal network

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M E M B E R S H I P

U.S. FIGURE SKATING BASIC SKILLS PROGRAM

The U.S. Figure Skating Basic Skills Program has been designed by U.S. Figure Skating to be the best beginning ice skating program in the United States. Fun, challenging and rewarding, this program serves the needs of both the recreational and the competitive skater.

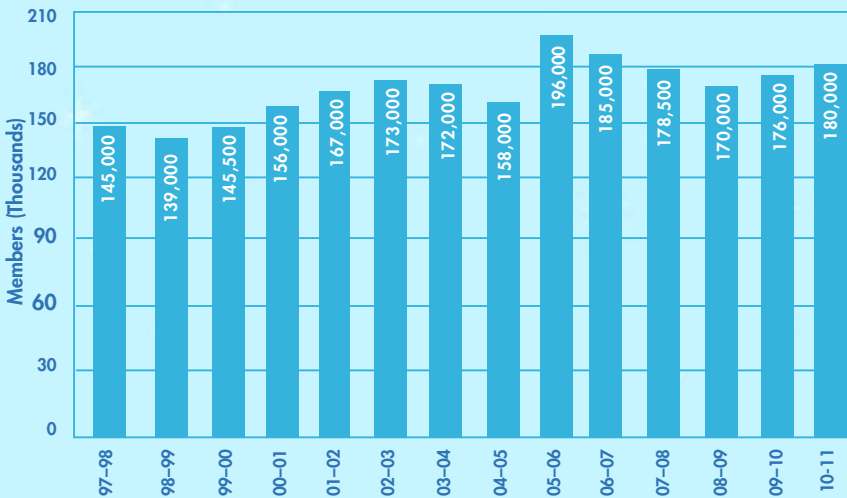
The curriculum is designed to keep skaters enthusiastic about learning from the time they begin lessons until they reach their goals. There are approximately 122,000 skaters registered in more than 1,000 programs across the country. Since its inception, program instructors have taught more than 2 million people how to skate.

Objectives of the program are:

- To provide a fun and safe skating experience for the beginner as well as the more advanced skater
- To teach correct technique of the basic elements
- To develop coordination and balance
- To promote physical fitness
- To have fun

The Basic Skills Program has taught more than 2 million skaters since it began in 1968

U.S. FIGURE SKATING MEMBERSHIP



U.S. FIGURE SKATING MEMBERSHIP PROFILE

Female members

Ages 0-12.....	38%
Ages 13-18	11%
Ages 19-49	10%
50 and older.....	4%

Females make up 72% of the membership

Male members

Ages 0-12.....	16%
Ages 13-18	1%
Ages 19-49	2%
50 and older.....	1%

Males make up 25% of the membership

Did not declare gender	3%
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Overall membership by age

Ages 0-6.....	20%
Ages 7-12.....	36%
Ages 13-18	12%
Ages 19-25	2%
Ages 26-50	11%
Ages 51-99	5%
Age unknown.....	14%

- 1991-92 marked the first year total membership topped 100,000
- 2005-06 marked the first year total membership topped 175,000

There are more than 180,000 members in more than 680 member clubs, collegiate clubs and school-affiliated clubs, and more than 1,000 registered Basic Skills programs.

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COLLEGIATE & SYNCRHONIZED SKATING

COLLEGIATE FIGURE SKATING

The U.S. Collegiate Figure Skating Championships, founded in 1985, is the longest-running of all the collegiate programs. Every summer, junior- and senior-level skaters from around the country compete at this event. It is the only individual competition open solely to full-time college students.

The 2011 U.S. Collegiate Championships were held July 21–24 in Sun Valley, Idaho. The event attracted skaters from 23 states and 39 colleges. Previous locations include East Lansing, Mich.; Ardmore, Pa.; Arvada, Colo.; Colorado Springs, Colo.; Oxford, Ohio; Anaheim, Calif.; Honolulu, Hawaii; and Lake Placid, N.Y.

INTERCOLLEGIATE TEAM FIGURE SKATING

Intercollegiate team figure skating is the fastest-growing segment of collegiate figure skating.

Intercollegiate team figure skating is a series of competitions governed by the U.S. Figure Skating Collegiate Program Committee that allow head-to-head competition in singles, team maneuvers, ice dancing and synchronized skating among collegiate and intercollegiate figure skating clubs.

The first intercollegiate competitions were held in 1997 and lasted only a few hours; now they're held over multiple days. Approximately 50 colleges and universities participated last season. Intercollegiate team figure skating creates a way for what is typically an individual sport to be competed as a team and allows figure skaters the chance to be part of a collegiate club sport. The 12th annual championships were held in March 2011 in Ann Arbor, Mich.

How it Works: Skaters represent their colleges, and those that place in the top five in their individual event earn "team points" for their school. At the end of the event, colleges are ranked according to the total number of points their skaters earn.

SYNCRHONIZED SKATING

Synchronized skating is a highly technical form of team skating characterized by speed, accuracy, intricate formations and breathtaking transitions performed by teams of 8–20 skaters. Currently, 575 teams are registered with U.S. Figure Skating, with about 5,000 athletes participating annually in sectional championships.

Team skating competitions first began in 1976 in Ann Arbor, Mich. In 1984, 38 teams competed at what was then called the U.S. Precision Championships.

- In 2000, synchronized skating achieved a long-standing goal when Minneapolis, Minn., hosted the first ISU World Synchronized Skating Championships.
- In 2003, more than 100 teams competed at the U.S. Synchronized Skating Championships.
- In 2010, the ISU World Synchronized Skating Championships came back to the United States for the second time, taking place in Colorado Springs, Colo. The 2010 U.S. champions, the Haydenettes, earned the second-ever World medal for Team USA, taking home the bronze.
- In 2011, the Haydenettes won their second straight U.S. title (19th overall) and went on to win bronze at the World Synchronized Skating Championships.

Synchronized skating provides figure skaters, who typically compete individually, the opportunity to participate in a team sport. It also gives more skaters a chance to compete at the sectional and national levels. Teams compete in nonqualifying events as well as qualifying events which culminate with the U.S. Synchronized Skating Championships.

Each year, U.S. Figure Skating selects 10–15 teams with 20 athletes per team to represent the United States at select international competitions, the Synchronized Skating Junior World Championships and the World Synchronized Skating Championships. The 2012 World Synchronized Skating Championships will be held April 13–14, 2012, in Gottenburg, Sweden.

The 2011 U.S. Synchronized Skating Championships and all three synchronized sectional championships were streamed online at www.icenetwork.com.

COLLEGIATE SYNCRHONIZED SKATING

As recently as 1998, there were only four collegiate synchronized skating teams in the country. In 2011, 40 colleges were represented in U.S. Figure Skating qualifying competitions.

Teams representing colleges are also eligible to compete at the senior level. Miami University has been U.S. champions at the senior level three times, in 1999, 2006 and 2009. In 2007, Miami University won the silver medal at the World Synchronized Skating Championships – the highest placement and first-ever World medal for any U.S. synchronized skating team.

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FUNDING

U.S. FIGURE SKATING MEMORIAL FUND

In February 1961, a plane crash in Belgium took the lives of all of the members of the U.S. World Figure Skating Team including athletes, officials, coaches, family and friends who were on their way to the World Figure Skating Championships in Prague, Czechoslovakia.

Rather than erecting a monument to memorialize the 1961 World Team, U.S. Figure Skating created the Memorial Fund as a living endowment to assist skaters in reaching their highest potential. For more than 50 years, the Memorial Fund has paid tribute to the fine character of that team by soliciting contributions from individuals, corporations and foundations, and has used those funds in the form of financial assistance to aspiring skaters.

The Memorial Fund supports two programs, the Competitive Skaters' Assistance Program (CSAP) and the Academic Scholarship Program (ASP). From these programs, qualified skaters receive support to help defray their training and college expenses. More than 120 skaters receive financial assistance totaling approximately \$300,000 from the Memorial Fund each year.

Since 1993, the Memorial Fund has awarded more than \$3.8 million in funds to qualified athletes.

For more information on the Memorial Fund and how to contribute, please visit www.1961memorialfund.com.



ATHLETE FUNDING

Of U.S. Figure Skating's estimated annual budget of \$12.8 million, more than \$7.0 million will be put toward athlete funding and assistance in 2011–12, sending athletes to international competitions, athlete programs, synchronized skating programs and performance bonuses. This number represents more than 55.1 percent of the total budget, which underscores the commitment U.S. Figure Skating has to its athletes.

Throughout the 2011–12 season, U.S. Figure Skating will directly distribute more than \$1 million to its athletes through training grants and financial assistance. The funding – distributed through the Athlete Support Program (ASUPP), the Synchronized Team Envelope Funding (STEF), the U.S. Figure Skating bonus program and the U.S. Figure Skating Memorial Fund – reaches novice, junior and senior skaters.

Funding from the athlete support program and synchronized team envelope funding will assist more than 230 U.S. figure skaters and synchronized skaters who were selected to the 2011–12 team envelope.

The U.S. Figure Skating Team Envelope system has been established to identify top figure skaters throughout the United States. Athletes are selected to one of four envelopes – Team A, Team B, Team C and Reserve Team – based on their competition placements from last season. The four-level system serves as a guideline when determining funding levels and privileges.

Of the \$7 million set aside for athletes, more than \$1 million is used for team travel, international housing and competition expenses. U.S. Figure Skating will send approximately 500 athletes to 31 international figure skating and synchronized skating competitions during the 2011–12 season.

U.S. Figure Skating and the Program Development Committee are in charge of the annual Scholastic Honors Team. The Scholastic Honors Team is a program designed to provide recognition and scholarships to high school-age U.S. Figure Skating members who have distinguished themselves in figure skating and high school academics.

FINANCE

The mission of U.S. Figure Skating is advanced and supported by an estimated annual budget of \$12.8 million. Revenue sources include U.S. Figure Skating and Basic Skills memberships, charitable gifts to the Memorial Fund and other select programs, and the U.S. Figure Skating Foundation and publications.

In addition, the United States Olympic Committee supports U.S. Figure Skating athletes through High Performance funding programs and Operation Gold.

To learn how you can support U.S. Figure Skating's mission, contact Wallis Romzek, manager, giving programs, at 719.635.5200.

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PUBLICATIONS & WEBSITES

SKATING MAGAZINE

SKATING is the official publication of U.S. Figure Skating and is considered one of the premier figure skating magazines in the world. SKATING is a three-time recipient of the Edi Award for Skating Publication of the Year, awarded by the Professional Skaters Association (PSA).

SKATING boasts a subscription list of more than 42,000 and a readership of approximately 130,000.

The magazine, which is published 11 times per year, is a full-color, newsstand-quality publication available to all U.S. Figure Skating members and subscribers.

SKATING is in its 88th year of publication and features news and profiles on U.S. and international skaters, reports on U.S., international and Olympic events, columns on health and fitness, sponsor news, event schedules and ticket information. The magazine also covers all levels and disciplines of skating, from grass roots to adult to synchronized skating.

SKATING is also part of U.S. Figure Skating Online: www.usfigureskatingmagazine.com. In addition to highlights from the current issue, past issues of SKATING magazine are available in the archive area.

Annual SKATING magazine subscriptions are available for \$27.50 within the United States. Canadian and foreign subscriptions are also available.



U.S. Figure Skating and MLB Advanced Media, LP (MLBAM), the interactive media and Internet company of Major League Baseball, joined forces in 2007 to create icenetwork.com. The multi-year arrangement assigns all of U.S. Figure Skating's interactive media rights to icenetwork.com.

icenetwork.com was unveiled in August 2007, with news, video, athlete bios, schedules, results and more. All news, athlete information and fan-oriented material previously found on usfigureskating.org is now on icenetwork.com, while the organizational website is dedicated to providing information for U.S. Figure Skating's members, athletes, coaches, judges and officials.

Subscribers to icenetwork.com receive unprecedented access to domestic and international events, including every phase of the 2012 U.S. qualifying season, the 2011 ISU Grand Prix Series and an assortment of professional skating shows. Fans have the opportunity to watch the novice, junior and senior competitions at the 2012 U.S. Figure Skating Championships in their entirety through icenetwork.com and coverage on NBC Sports and Universal Sports.



U.S. FIGURE SKATING ONLINE

U.S. Figure Skating Online, located at www.usfigureskating.org, is the official website of U.S. Figure Skating. Its purpose is to provide the more than 180,000 members of the organization with everything from downloadable forms to information about U.S. Figure Skating clubs and programs. Visitors can also join U.S. Figure Skating's Friends of Figure Skating, subscribe to SKATING magazine and donate to the Memorial Fund.



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F A N S

U.S. FIGURE SKATING RECORDS

OLYMPIC RECORDS

U.S. figure skaters have won more Olympic medals (46) than any other country.

The United States has won at least one figure skating medal in 17 consecutive Olympic Winter Games dating back to 1948, when Dick Button won his first Olympic gold medal.

INTERNATIONAL RECORD

Figure skaters representing the United States have won 185 World Championships medals and 52 World titles.

SINGLES RECORDS

Michelle Kwan, the most decorated U.S. figure skater in the history of the sport, claimed nine World medals (5 gold, 3 silver, 1 bronze), nine U.S. titles and two Olympic medals (1 silver, 1 bronze).

Timothy Goebel became the first man in history to complete three quadruple jumps in one program, at 1999 Skate America in Colorado Springs, Colo.

Tara Lipinski is the youngest-ever Olympic champion, winning the title in 1998 at age 15.

FIGURE SKATING FAN TV AUDIENCE PROFILE

As a sport, figure skating has the largest fan base of females 12 and older. These fans prefer to watch skating over the NFL, MLB, NBA and college football.

- Figure skating has the fifth-largest fan base of people (male and female) 12 and older. (Only the NFL, MLB, NCAA football and NCAA basketball rank higher.)
- Figure skating ranked third in the Fan Intensity Index (percentage of fans who consider themselves avid).
- 65% of females over 12 consider themselves figure skating fans.
- 75% of women over 55 consider themselves figure skating fans.
- 68% of figure skating fans have college degrees.
- 52% of figure skating fans own a personal computer.
- Median household income of figure skating fans is approximately \$90,000.
- 34% have household incomes of more than \$100,000.
- 42% have household incomes of more than \$75,000.

IN-ARENA FAN PROFILE

On-site research was conducted by Turnkey Sports at the 2007 State Farm U.S. Figure Skating Championships in Spokane, Wash., over the weekend of Jan. 27-28.

- The number of female attendees nearly tripled the number of males.
- 90% rated their overall experience at the event 5 or higher (on a scale of 1 to 7).
- 37% traveled 200 or more miles to attend the event.
- 60% attended the event with family.

- 60% of fans said they were "extremely satisfied" with the event.
- 68% of fans agreed with the statement that "they would be more loyal to a company's brand or service as a sponsor of U.S. Figure Skating."
- 32% indicated they were "more interested in purchasing products and services from a sponsor."

*Based on research done by Turnkey Sports at the 2007 State Farm U.S. Figure Skating Championships and a 2009 ESPN Sports Poll and performance research at the 2004 State Farm U.S. Figure Skating Championships



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TELEVISION

2011-12 U.S. FIGURE SKATING TV SCHEDULE

(Schedule subject to change/All times Eastern/Check local listings)

2011 ISU GRAND PRIX OF FIGURE SKATING SERIES

Skate America

Oct. 22, 2011.....3-6 p.m. ET.....NBC (LIVE)

Skate Canada

Nov. 5, 20114-6 p.m. ET.....NBC

NHK Trophy (Japan)

Nov. 13, 20112-4 p.m. ET.....NBC

Trophée Eric Bompard (France)

Nov. 27, 20112-4 p.m. ET.....NBC

Rostelecom Cup (Russia)

Dec. 3, 20111-3 p.m. ET.....NBC

Grand Prix Final (Quebec City, Quebec)

Dec. 11, 2011 12-2 p.m. ET.....NBC

2012 U.S. FIGURE SKATING CHAMPIONSHIPS

Jan. 28, 2012.....4-6 p.m. ET.....NBC (LIVE)

Jan. 28, 2012.....9-11 p.m. ET.....NBC (LIVE)

Jan. 29, 2012.....3-6 p.m. ET.....NBC (LIVE)

2012 Skating Spectacular

Feb. 4, 2012.....2-4 p.m. ET.....NBC

TELEVISION COVERAGE OF FIGURE SKATING AT THE OLYMPICS

Figure skating arguably has the highest visibility of any Olympic sport, consistently receiving higher television ratings and more broadcast hours than any other sport in national and Olympic television programming.

During the 2010 Olympic Winter Games in Vancouver, British Columbia, primetime coverage received a 13.4 rating, with the men's free skate receiving a 14.5 rating/24 share.

1994 Olympic Winter Games figure skating broadcasts are the highest-rated Winter Olympic television programming of all time. The ladies short program from Lillehammer, Norway, had the sixth-highest rating in television history (48.5) and was the third largest of all time for a sporting event, placing behind Super Bowl XVI and Super Bowl XVII.

Through the 17 nights of the Vancouver Olympic Games, NBC drew more viewers than the other three major networks combined. The Vancouver Olympics averaged 24.4 million viewers in primetime, more than doubling Fox, tripling CBS and quadrupling ABC over that span.

- NBC's unprecedented coverage of the 2010 Vancouver Olympics attracted 190 million viewers, making them the second-most watched Winter Olympics ever.
- The Vancouver Olympics on NBC stands as the most dominating non-U.S. Winter Olympics among viewers on record (dating back to Nielsen's advent of people meters in 1987).
- NBC Olympics.com had 361 million page views, more than double the number of page views during the Salt Lake Olympic Winter Games (145 million) and 44 percent higher than the total number during the Athens Olympics (251.4 million).

2010 OLYMPIC WINTER GAMES ON NBC

Event	Rating	Share
Pairs Short Program	14.3	23
Pairs Free Skate	14.2	22
Men's Short Program	12.2	19
Men's Free Skate	14.5	24
Compulsory Dance	13.4	23
Original Dance	13.2	21
Free Dance	12.5	20
Ladies Short Program	12.6	20
Ladies Free Skate	13.6	23

U.S. FIGURE SKATING ON NBC

U.S. Figure Skating and NBC Sports will continue their multi-year partnership through the 2014 Olympic Winter Games in Sochi, Russia. The agreement ensures live primetime and afternoon coverage of the U.S. Figure Skating Championships, as well as live afternoon coverage of Skate America, part of the ISU Grand Prix of Figure Skating, through the fall of 2013.

The partnership includes 10 hours of live event coverage on NBC Sports during the 2011-12 season, including live primetime coverage of the ladies free skate at the 2012 U.S. Figure Skating Championships. Universal Sports, available in more than 60 million

homes, will once again offer re-airs of NBC Sports coverage of Skate America and the U.S. Figure Skating Championships.

U.S. Figure Skating, NBC Sports and Universal Sports will also partner to provide 10 additional hours of coverage of the 2011 ISU Grand Prix of Figure Skating on NBC Sports. Universal Sports will offer additional live and taped coverage and re-airs of NBC programming. Icenetwork.com and universalsports.com will complement the television coverage by providing live and on-demand coverage of the entire ISU Grand Prix Series online.



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E V E N T S & M O R E

U.S. FIGURE SKATING EVENTS

More than 1,300 events, which include performances, exhibitions and competitions, are sanctioned by U.S. Figure Skating each year.

The nine regional competitions, followed by three sectional competitions, begin the pipeline of U.S. Figure Skating's qualifying competitions, which lead top athletes to U.S., World and Olympic levels. In the past eight years, approximately 20,000 figure skaters have competed at the regional level.

In addition to the many club, regional and sectional competitions, U.S. Figure Skating conducts the U.S. Figure Skating Championships and Skate America. Skate America is one of the six prestigious events

included in the ISU Grand Prix of Figure Skating Series.

The U.S. Championships are the premier event conducted each year by U.S. Figure Skating. The competition features more than 250 skaters vying for national titles in three divisions (senior, junior and novice).

The U.S. Championships are typically held for 10 days in January. Bidding to become a host city of the U.S. Championships takes place three years in advance of the event, and bidding for other U.S. Figure Skating qualifying competitions takes place two years in advance. Clubs vying for any event must meet event requirements and venue specifications to be eligible.

The 2010 AT&T U.S. Figure Skating Championships, held at Spokane Arena in Spokane, Wash., produced a record-setting attendance of 158,170 spectators throughout the week. The sellout crowds beat the previous record set at the 2007 State Farm U.S. Figure Skating Championships held at Spokane Arena in Spokane, Wash., by approximately 25,000 tickets sold.

The U.S. Adult Figure Skating Championships debuted in 1995 with 421 entries competing in 626 starts. The 2011 U.S. Adult Championships were held in Salt Lake City, Utah.

ICENETWORK.COM VIDEO SCHEDULE

*Schedule is subject to change and may be subject to blackout restrictions.**
 Portions of the event will be broadcast live

icenetwork.com is a multi-year venture between U.S. Figure Skating and MLB Advanced Media, LP, that showcases all of U.S. Figure Skating's interactive media properties.

2012 Eastern Great Lakes Regional Sept. 30-Oct. 4	2011 Cup of China (LIVE) Nov. 4-6	2012 Midwestern/Pacific Coast Synchronized Sectional Jan. 26-28
2012 New England Regional Sept. 30-Oct. 4	2011 NHK Trophy (LIVE) Nov. 11-13	2012 U.S. Synchronized Championships (LIVE) Feb. 29-March 3
2012 Northwest Pacific Regional Sept. 30-Oct. 3	2012 Eastern Sectional (LIVE) Nov. 15-19	2012 Eastern Adult Sectional March 9-11
2012 North Atlantic Regional Oct. 14-18	2012 Midwestern Sectional (LIVE) Nov. 15-19	2012 Midwestern Adult Sectional March 16-18
2012 Southwest Pacific Regional Oct. 14-18	2012 Pacific Coast Sectional (LIVE) Nov. 15-19	2012 Pacific Coast Sectional March 16-18
2012 Upper Great Lakes Regional Oct. 14-18	2011 Trophée Eric Bompard (LIVE) Nov. 18-20	2012 U.S. Adult Championships April 10-14
2012 Southwestern Regional Oct. 21-25	2011 Rostelecom Cup (LIVE) Nov. 25-27	
2012 Central Pacific Regional Oct. 21-25	2011 Grand Prix Final (LIVE) Dec. 6-11	
2012 South Atlantic Regional Oct. 21-25	2012 U.S. Junior Championships (LIVE) Dec. 9-13	
2011 Hilton HHonors Skate America (LIVE) Oct. 21-23	2012 U.S. Championships (LIVE) Jan. 22-29	
2011 Skate Canada (LIVE) Oct. 28-30	2012 Eastern Synchronized Sectional Jan. 26-28	

(NOTE: The above is the 2011-12 competition schedule. Check icenetwork.com for a full competition, exhibition and skating show schedule.)

U.S. FIGURE SKATING BOARD OF DIRECTORS

Patricia St. Peter, President

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