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Stemming from the rebrand and success of U.S. Figure Skating’s Basic Skills Program, Learn to Skate USA serves the needs of both the recreational and competitive skater. Launched June 1, 2016, more than 1,000 Learn to Skate USA Programs are now active across the country.

U.S. Figure Skating’s national headquarters — located in Colorado Springs, Colorado — is also home to the World Figure Skating Museum & Hall of Fame, which is toured by more than 3,000 visitors annually.

More than 550 volunteers filling more than 1,000 positions 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

18
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

29
International gold medals won by Team USA during the 2015-16 season (all levels; includes singles, pairs, ice dance and synchronized)

30+
U.S. qualifying and international competitions available on a subscription basis on icenetwork

53
World titles won by U.S. skaters

104
Number of athletes making up the A, B, C, D team envelopes

191
World Championships medals won by the United States (more than any other country)

394
Registered synchronized teams for the 2015-16 season

602
Competitors at the 2016 Prudential U.S. Figure Skating Championships in Saint Paul, Minnesota

2,400
Credentials issued at the 2016 U.S. Championships (media, coaches, officials, skaters)

181,703
U.S. Figure Skating members during the 2015-16 season

$15 million
Amount spent in 2015-16 on direct and indirect athlete funding and assistance, sending athletes to international competitions, athlete programs, collegiate skating programs, synchronized skating programs and performance bonuses

178 million
Total American viewers (nearly three-quarters of all Americans) of the 2014 Olympic Winter Games on the networks of NBCUniversal

$145,000
Amount that will be awarded to U.S. Figure Skating athletes from the organization’s bonus program in 2016-17

130,000
Approximate readership of SKATING magazine

108,264
Total attendance at the 2016 ISU World Figure Skating Championships in Boston (all sessions)

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LEARN TO SKATE USA

Learn to Skate USA, an enhanced iteration of the Basic Skills Program, launched on June 1, 2016, and is the only beginning skating program in the country endorsed by U.S. Figure Skating, USA Hockey, US Speedskating, Special Olympics and the Professional Skaters Association (PSA).

The mission of Learn to Skate USA is to provide a fun and positive experience that will instill a lifelong love of skating. Designed to be the best beginning ice skating program for both the recreational and the competitive skater, Learn to Skate USA is built on the premise of offering positive, rewarding and safe skating experiences to participants of all ages and ability levels.

The objectives of Learn to Skate USA are:

- Teach children and adults the fundamentals of ice skating while building confidence and skills through each lesson.
- Provide a progressive curriculum that ensures success from the first steps on the ice to the mastery of advanced skills.
- Promote the health and fitness benefits of ice skating.
- Equip each participant with the foundation necessary to reach their goal, be it recreational or competitive in nature.

U.S. Figure Skating boasts more than 181,000 members in more than 700 member clubs, collegiate clubs and school-affiliated clubs.
The U.S. Figure Skating Athlete Development Department functions with the goal of enhancing each athlete’s experience while helping skaters reach their potential in whatever they choose to pursue. From high school programs and collegiate skating to solo dance, adult skating, Theatre On Ice and National Showcase, U.S. Figure Skating offers a variety of programs to fit the interests of every skater. For more information, visit http://usfigu.re/usfsprograms.

SYNCHRONIZED SKATING
Synchronized skating is a highly technical form of team skating characterized by speed, accuracy, intricate formations and transitions performed by teams of 8 to 20 skaters. Currently, 602 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, Michigan. In 1984, 38 teams competed at what was then called the U.S. Precision Championships. In 2000, Minneapolis hosted the first ISU World Synchronized Skating Championships. In 2003, more than 100 teams competed at the U.S. Synchronized Skating Championships. In 2013, the ISU World Synchronized Skating Championships came back to the United States for the third time, taking place in Boston. The Haydenettes of Lexington, Massachusetts, won their fourth consecutive World bronze medal.

In 2016, 26 teams competed at the ISU World Synchronized Skating Championships held in Budapest, Hungary. This was the most teams to ever compete at a synchronized World Championships. The Haydenettes earned their fifth World bronze medal and made history by winning the free skate. The ISU World Synchronized Skating Championships will return to the United States in 2017, and will be held April 23-25 in Rockford, Illinois.

COLLEGIATE SYNCHRONIZED SKATING
College synchronized skating offers athletes the unique experience of competing for their school or university. As recently as 1998, there were only four collegiate synchronized skating teams in the country. In 2016, 36 colleges competed in the collegiate and open collegiate divisions.

Teams representing universities are also eligible to compete at the senior and junior levels. Miami University has been the U.S. champion at the senior level three times (1999, 2006 and ‘09). In 2007, Miami University won the silver medal at the World Synchronized Skating Championships — the highest placement and first World medal for any U.S. synchronized skating team.

COLLEGIATE 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 2016 U.S. Collegiate Championships were held July 28-30 in Westminster, Colorado. Recent events have attracted skaters from 23 states and 45 colleges. Previous locations include Pittsburg, Rochester, Michigan; South Dennis, Massachusetts; Sun Valley, Idaho; Arvada, Colorado; Honolulu; and Lake Placid, New York.

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 allows head-to-head competition in singles, team maneuvers, solo dance 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. More than 100 intercollegiate teams registered with U.S. Figure Skating with approximately 100 colleges and universities participating in the intercollegiate team competition structure last season.

The 17th U.S. Intercollegiate Championships was held in April 2016 in Newark, Delaware.
ATHLETE FUNDING

More than $15 million of U.S. Figure Skating’s estimated annual budget of $18 million was put toward athlete funding and assistance in 2015-16, sending athletes to international competitions, athlete programs, synchronized skating programs and performance bonuses. This number represents more than 80 percent of the organization’s total budget, which underscores the commitment U.S. Figure Skating has to its athletes.

Throughout the 2016-17 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 Funding, 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 Fund will assist more than 230 U.S. figure skaters and synchronized skaters who were selected to the 2016-17 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 five envelopes — Team A, Team B, Team C, Team D (developmental) and Reserve Team — based on their competition placements from the previous season. The five-level system serves as a guideline when determining funding levels and privileges.

More than $1 million is used for team travel, international housing and competition expenses. U.S. Figure Skating will send approximately 500 athletes to more than 35 international figure and synchronized skating competitions during the 2016-17 season.

U.S. Figure Skating offers a variety of scholarships, grants and awards intended to grow the sport of figure skating. In addition to the Memorial Fund, scholarships include the U.S. Figure Skating Scholastic Honors Team, the Helen M. McLoraine Figure Skating Scholarship Program and the Joyce Komperda Athlete Support Fund. U.S. Figure Skating also awards numerous grants each year, including the Elaine Theisen Fund for Special Olympics and Therapeutic Skating Programs and six U.S. Figure Skating Community Development Grants.

In the 2016-17 season, U.S. Figure Skating will offer a new academic scholarship award to eligible Olympic and World Team members totaling $12,000. Established by the Pioneer Fund, a private family foundation created by the late Helen M. McLoraine, the scholarships are intended to defray costs for student athletes pursuing an undergraduate degree at an accredited secondary institution.

For more information, please visit http://usfigu.re/grants_awards.

U.S. FIGURE SKATING MEMORIAL FUND

On Feb. 15, 1961, a plane crash in Belgium took the lives of the entire U.S. World Figure Skating Team, which included 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 55 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 three programs: the Competitive Skaters Assistance Program (CSAP), the Academic Scholarship Program (ASP) and the RISE Youth Essay Contest. From these programs, qualified skaters receive support to help defray their training and college expenses. In 2016, nearly 150 skaters received financial assistance totaling more than $300,000 from the Memorial Fund.

Since 1993, the Memorial Fund has awarded more than $5 million in funds to qualified athletes.

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

“I am privileged to receive assistance from the Memorial Fund. It gives me the opportunity to continue skating and to honor the skaters, coaches, officials and family members who lost their lives in the tragic plane crash in 1961.”

- ADAM RIPPO, 2016 U.S. CHAMPION

FINANCE

The mission of U.S. Figure Skating is advanced and supported by an estimated annual budget of $18 million. Revenue sources include U.S. Figure Skating memberships, charitable gifts to the Memorial Fund and other select programs, the U.S. Figure Skating Foundation, corporate sponsorships and publications.

In addition, the U.S. 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 Brent Diederich, coordinator, giving programs, at 719.635.5200 or bdiederich@usfigureskating.org.
Annual SKATING magazine subscriptions are available for $32.50 within the United States. Canadian ($42.50) and foreign ($52.50) subscriptions are also available.

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).

In its 93rd year, SKATING boasts a subscription list of more than 43,000 and a readership of approximately 130,000. The magazine, which is published 10 times per year, is a full-color, newsstand-quality publication available to all U.S. Figure Skating members and subscribers.

In 2013, U.S. Figure Skating launched the SKATING Magazine Archive. The archive, a tool for the organization’s members, is a fully searchable digital database that allows users to access every story and photo published in the magazine since the inaugural December 1923 edition.

For more information or to subscribe, visit usfigureskatingmagazine.com.

ICENETWORK
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. The multi-year arrangement assigns all of U.S. Figure Skating’s interactive media rights to icenetwork.

Icenetwork was unveiled in August 2007, with news, video, photo galleries, athlete bios, schedules, results and more. A redesigned version of the site was launched in August 2013.

Subscribers to icenetwork receive exclusive access to video from domestic and international events, including every phase of the 2017 U.S. qualifying season, the 2016 ISU Grand Prix Series, ISU championship events and an assortment of professional skating shows. Fans have the opportunity to watch the 2017 Prudential U.S. Figure Skating Championships in their entirety through icenetwork and coverage on NBC Sports and Universal Sports.

In January 2013, U.S. Figure Skating released the U.S. Figure Skating Publications Application. The app features a collection of publications including SKATING magazine, event programs, the U.S. Figure Skating rulebook, U.S. Figure Skating media guide and more.

The app is free to download. However, some publications will require a purchase, subscription or U.S. Figure Skating membership to access. To download the app, go to iTunes or the Google Play Store and search “U.S. Figure Skating.”

U.S. FIGURE SKATING ONLINE
U.S. Figure Skating Online is the official website of U.S. Figure Skating. Its purpose is to provide information to U.S. Figure Skating’s members, athletes, coaches, judges and officials.

Visitors can join U.S. Figure Skating’s Friends of Figure Skating, subscribe to SKATING magazine and donate to the Memorial Fund. Visit www.usfigureskating.org.

U.S. FIGURE SKATING FAN ZONE
The U.S. Figure Skating Fan Zone includes figure skating-related social media and behind-the-scenes video in the “Social Scene” and is also the home of what was formerly the SKATING magazine blog, a digital extension of the official publication of U.S. Figure Skating. Visit www.usfigureskatingfanzone.com.

FOLLOW US Catch up with U.S. Figure Skating to access news, promotions, exclusive video content and more.

facebook.com/USFigureSkating twitter.com/USFigureSkating instagram.com/USFigureSkating youtube.com/USFigureSkating
2017 U.S. FIGURE SKATING FACTSHEET

OLYMPIC CHAMPIONS

- Richard Button 1948
- Richard Button 1952
- Tenley Albright, Hayes Jenkins 1956
- Carol Heiss, David Jenkins 1960
- Peggy Fleming 1968
- Dorothy Hamill 1976
- Scott Hamilton 1984
- Brian Boitano 1988
- Kristi Yamaguchi 1992
- Tara Lipinski 1998
- Sarah Hughes 2002
- Evan Lysacek 2010
- Meryl Davis and Charlie White 2014
# 2017 U.S. Figure Skating Factsheet

## Fan Profile

### Demographics

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>13%</td>
</tr>
<tr>
<td>25-34</td>
<td>17%</td>
</tr>
<tr>
<td>35-44</td>
<td>18%</td>
</tr>
<tr>
<td>45-54</td>
<td>25%</td>
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<tr>
<td>55-64</td>
<td>18%</td>
</tr>
<tr>
<td>65+</td>
<td>9%</td>
</tr>
<tr>
<td>Average</td>
<td>39%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>16%</td>
</tr>
<tr>
<td>Female</td>
<td>84%</td>
</tr>
</tbody>
</table>

### Household Income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $25K</td>
<td>6%</td>
</tr>
<tr>
<td>$25K-$49K</td>
<td>9%</td>
</tr>
<tr>
<td>$50K-$74K</td>
<td>17%</td>
</tr>
<tr>
<td>$75K-$99K</td>
<td>12%</td>
</tr>
<tr>
<td>$100K-$149K</td>
<td>24%</td>
</tr>
<tr>
<td>$150K-$199K</td>
<td>13%</td>
</tr>
<tr>
<td>$200K+</td>
<td>19%</td>
</tr>
<tr>
<td>Average</td>
<td>$134,000</td>
</tr>
<tr>
<td>Median</td>
<td>$110,000</td>
</tr>
</tbody>
</table>

### Marital Status

- Married: 57%
- Single: 34%
- Divorced: 9%

### Ethnicity

- Caucasian: 84%
- Asian: 6%
- Hispanic: 3%
- African American: 3%
- Native American: 1%
- Other: 3%

### Education

- High School or Less: 10%
- Associate’s: 10%
- Bachelor’s: 41%
- Master’s or Higher: 39%

### Primary Media Source

- Internet: 40%
- TV: 32%
- Social media: 15%
- Print: 8%
- Other: 5%

### Fan Activity

- Fanatic: 20%
- Avid fan: 38%
- Moderate fan: 22%
- Casual fan: 17%
- Not a fan: 9%

### Follow Figure Skating

- During Olympic Years: 79%
- During Non-Olympic Years: 74%
- Non-Competitive: 47%
- Lower-levels (children/junior/college): 27%

Onsite survey responses were collected via mobile devices at the 2014 Prudential U.S. Figure Skating Championships (Jan. 11-12, 2014) in Boston. A total of 819 surveys were completed. A detailed follow-up online survey was sent to onsite attendees which provided a valid email address. A total of 189 surveys were completed from Jan. 17-23, 2014. (Research conducted by Turnkey Intelligence)
U.S. FIGURE SKATING EVENTS

More than 1,300 events, including shows, 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 nine years, more than 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 the first of six prestigious events included in the ISU Grand Prix of Figure Skating Series.

The U.S. Championships are the premier domestic event conducted each year by U.S. Figure Skating. The competition features more than 370 skaters vying for national titles in five divisions (senior, junior, novice, intermediate and juvenile).

The U.S. Championships are typically held for nine days in January. Bidding to become the event’s host city takes place two to 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, Washington, produced a record 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 by approximately 25,000 tickets sold.

The U.S. Adult Figure Skating Championships debuted in 1995 with 421 entries. The 2016 U.S. Adult Championships were held in Ann Arbor, Michigan, and featured 366 skaters competing in more than 100 events.