

## Supporting U.S. Olympic Athletes And Their Families

(NAPSA)—According to the United States Olympic Committee, many U.S. Olympic athletes cite “support of family and friends” as their number-two success factor, second only to their training regimens. And thanks to a special form of corporate sponsorship, America’s representatives will have their support network with them this winter in Torino, Italy.

First offered in Athens in 2004, the Bank of America Hometown Hopefuls® program will provide the families and friends of more than 230 qualified U.S. Olympic athletes with access to exclusive discounted accommodations and complimentary amenities, making their visit to Torino more affordable and, in some cases, even possible.

“We are proud to support the athletes who represent our country in Olympic competition. They are truly America’s team,” says Cathy Bessant, global chief marketing officer for Bank of America. “The Olympic games have a rich and important heritage and exemplify what it means to constantly raise the bar.”

The program also provides athletes and their family members with full use of the Bank of America Hometown Hopefuls Family Center during the 17 days of Olympic competition. Located in the heart of Torino, the Family Center offers many of the comforts of home including: complimentary lunch, dinner, snacks and other refreshments; wide-screen televisions with closed-circuit coverage of Olympic competition; information services; and an Internet lounge for athletes, family and friends who are eager to stay connected with others back home in the United States. In addition, Bank of America is providing complimentary tickets to an Olympic event for each of the four family



**One corporate sponsor helps ensure U.S. athletes’ families can share in their Olympic dreams.**

members or friends that each U.S. Olympic athlete selects to participate in the Hometown Hopefuls program.

“We know that behind every athlete who makes the U.S. Olympic team, there are families and friends who have made personal sacrifices to support and encourage that athlete’s Olympic dream,” adds Bessant. “Bank of America is proud to recognize these very special people, and we hope that participation in the Hometown Hopefuls program adds to their enjoyment of watching America’s team in their quest for gold.”

“At an Olympic games, athletes are focused on their performance. The Bank of America Hometown Hopefuls program allows them to have peace of mind with regard to their families’ Olympic experience,” says USOC Chief Executive Officer Jim Scherr. “In addition to providing a centralized location for the families of U.S. Olympians, the program affords America’s Olympic athletes a place to interact and celebrate their success at the Games.”

To learn more, visit [www.bankofamerica.com](http://www.bankofamerica.com).