



## Mfa is on-site at the 2006 Winter Olympic Games

in Torino, Italy. Burton riders are dominating both the men's and women's snowboarding events as witnessed with Shaun White and Hannah Teter both taking gold.

At the same time, Mfa has been killing it on the media front, so we wanted to share a few of our successes with you.

Media highlights to date

### Broadcast

2.10.06

#### NBC The Today Show - Shaun interview

Shaun interviewed about his upcoming Olympic experience.

#### MSNBC

Shaun included in the Top 10 Olympic stories to watch. An action shot of Mason and medal predictions are also included.

2.07.06

#### NBC The Today Show - Shaun Appearance - by Hoda Kotb

Shaun appeared and was interviewed as he received his official Olympic uniform in Torino.

#### MSNBC - Shaun Appearance - by Hoda Kotb

Aired the piece mentioned above, later in the morning.

### Print

2.12.06

#### The New York Times

Olympic uniforms article - by Lee Jenkins

Article on front of sports section overviewed the jacket and included quotes from Jake. Includes a diagram of the uniform with different components highlighted. Elena, Hannah, Kelly and Shaun also all included.

#### The New York Times

Shaun mention in snowboarding culture article - by Selena Roberts Shaun is described as typical American teenager, even if he's a gold medal favorite. Shaun also included in the "What to Look for" in 'Today's Event' section.

#### SI.com

Shaun profile and Jake mention - by Austin Murphy

Shaun profiled. Rene, Shaun, and Jake all quoted about Shaun's potential and snowboarding as a whole.

#### Washington Post

Shaun article - by Eddie Pells

Featured Shaun as gold medal favorite.

#### The Denver Post

Shaun article - by Scott Willoughby.

Featured Shaun as gold medal favorite.

#### Associated Press

Rider preview article - by Brett Martel.

Profiled Shaun and his preparation/excitement for the games. Listed as favorite to win gold. Hannah, Kelly, and Gretchen listed as favorites for gold in women's.

#### ESPN.com

Shaun and Mason photo

Shaun, Mason and Danny Kass dressed in their Olympic garb during the Opening appeared on the homepage.

#### Salt Lake Tribune

Shaun mention - by Mike Gorrell

Article about U.S. men eyeing sweep and Shaun as the favorite.

#### San Jose Mercury News

Olympic preview - by The Associated Press

Shaun's parent's quoted about the experience.



## **Print cont'd...**

### **Burlington Free Press**

Olympics preview - by Patrick Garrity

Olympic preview ran on cover predicting Shaun, Hannah, Kelly, Mason as medalists.

2.11.06

### **Boston Herald**

Hannah Feature - by Stephen Harris.

Profile piece ran on Hannah. Also included is a piece on the Olympic uniforms.

### **New York Daily News**

Rider Images - N/A.

A half-page, color photo of Shaun, Mason and Danny Davis dressed in their Olympic garb during the Opening ceremonies.

### **The Wall Street Journal**

High Price Riders - by Barry Newman.

The much awaited piece included the aggressive first line "Snowboarders to skiers: Take a flying leap." Touched upon Burton's key messages about the Olympics and included quotes from Jake, Kelly, Ross and Nichols are all quoted.

### **The Washington Post**

Shaun Profile - by Mike Wise

The article "Code Rad' for US Snowboarder White" by Mike Wise profiled Shaun. Also touted Shaun as possibly first American to win gold in Torino.

### **ABC News.com**

Shaun Profile - by Mike Wise

### **MSNBC.com**

Shaun Profile - by Mike Wise

### **CNBC.com**

Shaun Profile - by Mike Wise

### **Newsweek online**

Shaun Profile - by Mike Wise

### **ESPN.com**

Shaun mention

Article on medal predictions featured Shaun as the heaviest American gold medal favorite in all sports.

### **Associated Press**

Medal Predictions

Olympic predictions article said US men would sweep podium in pipe.

Article hit the Chicago Sun-Times.

### **Denver Post**

Halfpipe Predictions - by Scott Willoughby.

The article previewed the snowboarding and freestyle skiing competitions, which ran under a huge photo of Shaun in the pipe. Article touted snowboarding as an American-invented sport and predicted Shaun to win pipe.

2.10.06

### **The New York Times**

Evolution of snowboarding article - by Lee Jenkins

The sports section featured an article called "Snowboarding Revolution Rolls On," which focused on the evolution of snowboarding. Shaun is also included as one of the sport's stand out stars.

### **USA Today**

Mason image - by Sal Ruibal

Cover story focused on Olympic athletes being more financially independent than before and a photo of Mason is included. Terje quoted in another article on skiing versus snowboarding. Image of Shaun riding in his Olympic uniform also included.



"Shaun White gets set for his interview with TODAY Show's Matt Lauer"

## Print cont'd...

### USA Today

Olympic Preview

The Olympic Preview on the cover page included Shaun, Mason, Hannah and Nate Holland as expected medalists. An action shot of Shaun is included later in the Olympic Preview, alongside an article about the pipe competition which declared Shaun the favorite. A color action shot of Mason appeared next to the masthead of the Sports Section, and also includes a shot of Kelly.

### LA Times

Snowboard Recap - by Pete Thomas

A brief snowboarding recap called Shaun out as the favorite.

### The Boston Globe

Torino feature includes Burton riders - by John Powers

A color photo and quotes from Shaun are featured. Kelly and Hannah are also included in an article about New Englanders at the Games. Also, a full page snowboarding article on back page focused on The Collection and included Mason.

### Boston Herald

Hannah predicted to win- by Karen Guregian

Large color photo of Hannah ran under the heading "Star-Spangled US Roster." The accompanying article predicted local favorite, Hannah, to medal in Torino.

### Denver Post

Popularity of snowboarding article; Burton riders feature - by Scott Willoughby

Article featured photo of Shaun, Mason and Danny Kass together. Article focused on snowboarding evolving into the darling of the Games and its new huge fan base. Also mentions SBX rider Nate Holland.

### Burlington Free Press

Burton uniform feature - by Sally Pollak

Article on the Olympic uniforms and Jake's opinion on them. Included numerous quotes from Jake.

### Associated Press

Shaun article - by Brett Martel

Article included Shaun as the favorite, which hit the Chicago Sun-Times.

### NBC Olympics.com

Riders Update - by Pat Parnell

Pat Parnell (pipe commentator) provided a Team USA snowboarding report. Article included a large color photo of Shaun as well as updates on Kelly, Hannah, Shaun, and Mason.

### Newsweek online

Shaun Mention

Shaun mentioned as Olympic hopeful to watch.

### NBC.com

Shaun Mention

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### CNBC.com

Shaun Mention

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2.706

### The New York Times - Hannah Feature - by Lee Jenkins

Hannah featured above the fold on the front page of the NYT's Olympic Preview. Feature continued to the back page of the section, which included a second color picture alongside profile of Hannah.

### The New York Times

Shaun Article - by The Associated Press

Featured a profile of Shaun.

### The Boston Globe

Shaun Article - by The Associated Press. Featured a profile of Shaun.

## **Print cont'd...**

### **The Boston**

Shaun Article - by The Associated Press  
Featured a profile of Shaun.

2.6.06

### **Sport Illustrated**

Riders Mention

A photo shoot of the US Olympic Team Snowboarders which included Burton riders Mason, Kelly, Hannah, and Elena is featured in the issue.

2.5.06

### **Parade Magazine**

Shaun Cover

Shaun appeared on the cover of the magazine, flying sky high on his board under the heading "How High Will the US Fly?" The cover story highlighted the athletes who are touted as the country's best hopes to win gold, and included a profile of Shaun and a head shot.

### **AOL Sports Radio**

Shaun was interviewed live about winning gold in Italy and his overall Olympic experience.

**More to come...**