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**MEDIA ALERT -- -- Campbell, CA – Photo/Interview Opp (Gymnastics)**

**2012 Spirit of The Flame Challenge, Feb. 24-26, San Jose Convention Center**

**WHO:** You are invited to do interviews, video or photography of gymnasts during the 8th annual Spirit of The Flame Challenge, Feb. 24-26, San Jose Convention Center; hosted by West Valley Gymnastics Booster Club of Campbell, CA. At any one time during The Challenge, athletes will simultaneously compete on all apparatus (vault, bars, beam & floor, trampoline and tumbling) making it easy for you to capture the event and run interviews in a short amount of time.

**WHAT:** The Spirit of The Flame Challenge is Northern California's premier gymnastics competition. The Challenge includes 1,200 female gymnasts from across the nation and Canada; is set-up like an Olympic gymnastics event across 50,000 square feet of the San Jose Convention Center; is run over the course of 3 days; includes athletes of all ages (Level 4-Elite); and offers Bay Area gymnastics fans a "taste of the Olympics in their own backyard." The Challenge will include men's and women's trampoline and tumbling teams for the first time in event history.

Interviews can cover everything from athlete excitement about the event, to training, to juggling demands of school and sport, and more.

Coaches and athletes can also be made available the morning of Feb. 24th during **event set-up**; this is a fun time to capture the entirely volunteer event staff as they transform the Convention Center into an Olympic-caliber venue.

**Tickets to the 2012 Olympic Gymnastics Trials, to be held this summer in San Jose, will be on sale at The Challenge; you may interview representatives/ticket sellers from USAG to find out more about the event for your audience.**

**WHERE/WHEN:**

Day 1: Feb. 24 (Morning event set-up): The San Jose Convention Center. Parent workers set-up the event in the morning hours; athletes and coaches can be available upon request during this time. Day 1: Feb. 24, Friday: 1:30PM

Day 2: Feb. 25, Saturday: 8:30AM, 1:15PM, 6:00PM

Day 3: Feb. 26, Sunday: 8:30AM, 1:30PM,

Please note: Athlete warm-ups begin half an hour prior to each time listed. Award ceremonies for each session begin 4 and a half hours after the times listed.

**WHY:** To help build awareness and excitement for the 9th annual Spirit of The Flame Challenge. And, to help build interest in the 2012 Olympic Trials which will be held this summer in San Jose. USAG, Team San Jose and San Jose Sports Authority will on-site at the Spirit of The Flame Challenge selling tickets for the Trials.

**For more information on the 2012 Olympic Trials visit:**

<http://www.sanjose2012.com/files/US%20Olympic%20Gymnastics%20Trials%202012%20Press%20Release%20FINAL.pdf>

**To see a list of the teams participating in this year's event, visit:**

<http://www.spiritoftheflame.com/ParticipatingTeams.html>

### **About The Spirit of the Flame Challenge**

Hosted by West Valley Gymnastics of Campbell, California, The Spirit of the Flame Challenge is an annual event that has grown in 9 years to become one of the highlights of the national gymnastics competition season. It is an exhilarating challenge where gymnasts travel from afar to compete with the best-of-the-best. Net proceeds from the event benefit the West Valley Gymnastics' Booster Club, a non-profit 501(c)(3) organization founded to help defray competition and travel expenses for West Valley gymnasts. For more information on the Spirit of the Flame Challenge, visit: <http://www.spiritoftheflame.com>

### **About West Valley Gymnastics**

West Valley Gymnastics is home to Olympian Amy Chow and is nationally recognized as one of the premier gymnastics facilities in the nation. <http://www.wvgs.com>.

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