



# USA HOUSE

USA House is Team USA's home away from home, a gathering place for current competing and legend athletes, family members, sponsors, donors and guests. Offering the live broadcast of the Games, guests can dine, enjoy the view from the roof top and celebrate Team USA. USA House also hosts U.S. medal and Order of Ikkos celebrations, and is home to the Team USA Shop.

## WHERE IS IT LOCATED?

USA House is located on the beautiful and iconic Ipanema Beach, within close proximity to our High Performance Training Center at Flamengo and key Olympic events in the South Zone of Copacabana, Ipanema and the Lagoa.

## WHAT IS THE TEAM USA SHOP?

The Team USA Shop is the only place to buy official Team USA-branded products in Rio. During the Games, it offers official licensed apparel from Nike, Ralph Lauren, Oakley and Swatch, as well as flags, pins and other fun merchandise. USA House access is by invitation only, however the Team USA Shop will be open to the public during business hours.

## WHAT LEGACY WILL USA HOUSE LEAVE BEHIND?

During the Games, USA House will have a temporary home at Colégio São Paulo, a local elementary school that serves more than 600 children ages 3-17. The USOC made a number of renovations to the space, and when students return to the school after winter break, they'll find improvements and upgrades aimed at contributing to the larger legacy of the Rio 2016 Games. These include the installation of modern amenities in the classrooms, including air conditioning and improved Wi-Fi connectivity, an upgraded kitchen, patched walls and fresh paint throughout the school. These improvements will hopefully make a small impact among the great transformations the city, the organizing committee and the people have contributed in hosting the world for the 2016 Games.

## HOW CAN FANS FOLLOW ALONG WITH THE ATHLETES' EXPERIENCES AT USA HOUSE?

Throughout the 17 days of the Games, Team USA athletes will visit the Red, White and #BlueRoom at USA House to capture content on Twitter, Vine and Periscope that shares their journey and Rio experiences with fans across the globe. The content will be pushed through Team USA's social media accounts, supplementing the live coverage of the Rio 2016 Games on NBCUniversal and inviting fans behind the scenes of Team USA's Olympic athletes.

### SNAPSHOT

- 1 Place fans can purchase official Team USA gear in Rio.
- 3 Official media days at USA House during the Games.
- 8 Total USA Houses in Olympic history, starting at the Salt Lake 2002 Games.
- 600 Students will continue to study at Colégio São Paulo after the Games.
- 4,683 Square meters of space at USA House.
- 24,000 Total guests expected in duration of the Games, from Aug. 3-22.



**HOURS:**

USA HOUSE 10 a.m.-12 a.m.



TEAM USA SHOP 10 a.m.-5 p.m.

## USA HOUSE PARTNER ACTIVATION

### AT&T

AT&T has a legacy of working with Team USA for more than 30 years. In Rio, AT&T will provide a 24-hour charging station for all USA House guests.

### BMW

The BMW-designed and built U.S. Paralympics racing wheelchair will be featured at USA House. Developed by BMW's world-class designers and engineers specially for the U.S. Paralympics Track and Field Team, the new racing wheelchair marks the automaker's fourth technology transfer project for Team USA. As the Official Mobility Partner of the USOC, BMW is proud of its collaboration with Team USA leading into the Paralympic Games.

### Bridgestone

Bridgestone is the proud sponsor of the Bridgestone Patio, a special area on the main level of USA House for guests to relax in a garden-like setting while enjoying the Rio 2016 Olympic Games. Bridgestone is a brand new IOC and USOC partner and supporter of Team USA athletes.

### Budweiser

Budweiser is the proud sponsor of the bar area on the main level of USA House. A Team USA sponsor for more than 30 years, Budweiser proudly supports the U.S. Olympic Movement both in the U.S. and wherever the Games are held.

### Chobani

Chobani is excited to bring delicious Chobani® Greek Yogurt to USA House, offering a grab-and-go cooler filled with Chobani Greek Yogurt single-serve cups, a Chobani Creation™ Bar and smoothie happy hours for house guests. On August 17, Chobani's own Culinary Team will prepare an array of delicious and nutritious Brazilian-inspired sweet and savory dishes for guests.

### Citi

USA House guests can relax on the Citi Terrace on the rooftop while enjoying the panoramic views of Ipanema Beach. The Team Citi art installation, inspired by the Santa Theresa mosaic stairs, is representative of the small steps Citi's clients, and Team USA athletes, make every day in driving progress on the global stage.

### Hershey's

Hershey's and Team USA fans will celebrate National S'mores Day and the #hellofromhome campaign at USA House on August 10.

### Nike

U.S. medalists in Rio will celebrate victory in the NikeLab Dynamic Reveal Team Jacket and Pant, one of many pieces in Nike's collection, which also includes Team USA training and village apparel and footwear. Team USA Nike apparel is available for purchase at the Team USA Shop at USA House.

### Polo Ralph Lauren

Polo Ralph Lauren is proud to be an official outfitter of the U.S. Olympic and Paralympic teams, and to provide Team USA with the Opening and Closing Ceremony Parade Uniforms for the fifth consecutive Games. Polo Ralph Lauren's 2016 Team USA collection features an all-American palette of red, white and blue that's crisp, sporty and classic. The Team USA Collection is available for purchase at the Team USA Shop in the USA House on site.

