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**Hill Carrow to Serve as Panelist on U.S. Olympic Committee SportsLink**

WHO North Carolina’s Hill Carrow, CEO of Sports & Properties, Inc.

WHAT Carrow will appear on a panel on Hosting International Events at the prestigious Olympic SportsLink Conference. The panel will feature other international sport leaders in Athletics (track & field), Rowing, Volleyball, and Aquatics, and will be moderated by Lausanne, Switzerland-based TSE Consulting. Carrow’s portion of the panel will be focused on his experience and that of Sports & Properties (SPI) during 2013 and 2014 working on behalf of the United States Olympic Committee (USOC) and the Association of National Olympic Committees of Africa (ANOCA) on the 2014 Africa Youth Games held in Gaborone, Botswana.

WHEN Thursday, September 25, 2014 – panel is from 9:30 to 10:30 am. CST (10:30-11:30 EST)

WHERE Chicago (Carrow is available for phone interviews on September 24 and 25)

**Background:**

The country of Botswana was awarded the Africa Youth Games (AYG) in March of 2013. Having never organized an international sports event of the magnitude of the Games, the Botswana Africa Youth Games Organizing Committee (BAYGOC) and ANOCA, the event owner, reached out to the U.S. Olympic Committee for assistance in the organization and management of the Games. The USOC turned to one of its former executives, Hill Carrow, an Olympic multi-sport event specialist, and his company, Sports & Properties, Inc., for assistance on virtually all aspects of the Games—from the start-up of the host committee to the organizational plan and timelines, to actual execution of the Games.

“BAYGOC, the local organizing committee for the Games, was challenged in the development and management of the Games by two major factors,” said Hill Carrow, SPI CEO, “an extremely short window of time to organize the Games (only 14 months), and the lack of experience in hosting major international competition in most of the Games sports. To the great credit of BAYGOC, the capital city of Gaborone, and the people and country of Botswana, the Games went very well and established Botswana as a new center for international Olympic sports.”

In fact, international sport leaders were on hand to note the successful delivery of the Games. Nine International Olympic Committee Board members and the President of the IOC, Thomas Bach, all attended the AYG. BAYGOC, ANOCA, and U.S. Olympic Committee leaders alike expressed gratitude and appreciation for the extensive efforts and valuable assistance of SPI in carrying out a well-executed and well-received 2014 Africa Youth Games. More information at [teamusa.org/About-the-USOC/Inside-the-USOC/Meetings/Assembly/2014-SportsLink/Schedule](http://www.teamusa.org/About-the-USOC/Inside-the-USOC/Meetings/Assembly/2014-SportsLink/Schedule).

**About Hill Carrow:** Hill Carrow has been the CEO of Sports & Properties, Inc. (SPI) since the company’s founding in January of 2002. Hill is an Olympic multi-sport event specialist and recently completed a year-long assignment serving as the U.S. Olympic Committee’s consultant to the 2014 Africa Youth Games in Gaborone, Botswana. A veteran of 14 Olympic Games, Hill has directed the U.S. Olympic Festival, Bank of America U.S. Olympic Cup, and the State Games of North Carolina, among other major multi-sport events. A former U.S. Olympic Committee and Olympic Properties of the U.S. executive, Hill directed Sara Lee Corporation’s major sponsorship of the Atlanta and Lillehammer Olympic Games. Considered to be a founding father of the Sports Tourism Industry, Hill is the founder of the National Association of Sports Commissions, the North Carolina Sports Association, and North Carolina Amateur Sports. You can follow Hill on Twitter at @hcarrow.

**About Sports & Properties, Inc.:** SPI is a sports marketing and sports development firm based in Cary, NC, concentrating in three primary areas of business: major sponsorships, including naming rights; sports tourism; and major events. SPI’s recent projects include the Africa Youth Games, new sports complexes for Seminole County, Florida; the USA Gymnastics AT&T American Cup and Nastia Liukin Cup; the successful bid for the ACC Baseball Championships, and the 2015 U.S. Figure Skating Championships. SPI clients include Capitol Broadcasting Company, PIER 39, the Greensboro Coliseum Complex, Seminole County, FL, and the United States Olympic Committee, among others. For more information on SPI, visit [sportsproperties.com](http://www.sportsproperties.com).