



TAYLOR

## Taylor helps Allstate go 3-D in support of U.S. Olympic Hall of Fame at 2010 Olympic Winter Games

Vancouver, February 18 -- Thanks to [Allstate](#), art is imitating life at the 2010 Olympic Winter Games in Vancouver-- or in this case, bringing to life and protecting the legacies of the greatest winter U.S. Olympians and Paralympians.

Allstate, a sponsor of Team USA and the [U.S. Olympic Hall of Fame](#), unveiled a special Hall of Fame Tribute February 11 at the USA House in Vancouver for media and fans. The Allstate Hall of Fame Tribute, a vibrant, three-dimensional living art exhibit made completely of chalk, features historical images of each winter Olympian who has been inducted into the U.S. Olympic Hall of Fame presented by Allstate. The project is coming to life on the walls within USA House throughout the Games as images of new athletes are added each day. Renowned mural artist [Tracy Lee Stum](#), whose work has been featured throughout the world, is creating the Allstate Hall of Fame Tribute.



“Allstate wanted a unique way to extend its USOC sponsorship beyond the induction ceremony with a concept that captures the grace, strength and sportsmanship of the Olympic Movement,” said Mark Riggs, Senior Vice President at Taylor. “Knowing that the U.S. Olympic Hall of Fame presented by Allstate protects the legacies of its inductees and their moments of glory, Taylor identified the living art exhibit as a way for Allstate to inspire the hopes and dreams of U.S. Olympians and Paralympians as they move through USA House.”

More importantly, the living art exhibit creates on-going opportunities for the media to engage with the brand throughout the Games.

“This is probably the first time you’ll see chalk art at the Olympics,” said Stum. “The Allstate Hall of Fame Tribute is creating a lot of buzz and people are coming down here to see it.”

The exhibit will evolve throughout the 17-days of the Games and when complete, will pay tribute to 15 Olympians, two Paralympians and two teams in the Hall of Fame.



Additionally, Allstate has partnered with several U.S. Olympic Hall of Fame members to help unveil their image on the Allstate Hall of Fame Tribute during formal press events at the USA House, as well as provide timely commentary about the sports in which they competed. Members present for their image unveils include Bonnie Blair (speedskating), Jim Craig (ice hockey), Peggy Fleming (figure skating), Scott Hamilton (figure skating), Dan Jansen (speedskating) and Picabo Street (alpine skiing).

Members of the Taylor team, hailing from the Charlotte and Chicago offices, are traveling to Vancouver over the course of three weeks to manage the on-site execution of the Allstate Hall of Fame Tribute, including logistics, media relations and ensuring the strategy also comes to life.

To view more photos from the Allstate Hall of Fame Tribute and its evolution, please become a fan of the U.S. Olympic Hall of Fame presented by Allstate on [Facebook](#).