



USAIN BOLT STORMING INTO NEW YORK ON JUNE 12 Ticket options available now. Tickets available for sale February 15th

NEW YORK, N.Y. (February 2) – Sprint sensation Usain Bolt will compete in the 100 meters at the adidas Grand Prix in New York City on June 12th, organizers announced today. The adidas Grand Prix, formerly known as the Reebok Grand Prix, will be the fifth stop on the inaugural IAAF Diamond League circuit and will be held at Icahn Stadium on Randall’s Island.

Usain Bolt, the reigning triple-Olympic Champion (100m, 200m and 4x100m) and triple-World Champion, is one of the most popular and sought after sports personalities in the world. A showman both on and off the track, Bolt shocked the world in Beijing in 2008, not just by winning the 100m gold medal but by doing so in a never-before-seen dominating and entertaining world record effort. He followed up this victory just days later with another historic world record at 200m (19.30) and again in the 4x100m Relay (37.10).

In 2009, Bolt outperformed the world as well as his own seemingly untouchable world best marks with two more records (9.58 for 100m and 19.19 for 200m) at the IAAF World Championships in Berlin. Ranked #1 in the world at 100m and 200m in 2008 and 2009, Bolt was also named Athlete-of-the Year by the IAAF in both years.

The adidas Grand Prix will be Bolt’s first competition in the United States since he set his first world record at this event in 2008. “New York was the site of my first world record, the track is lightning fast and the fans, well, they sat through an entire thunderstorm in 2008 just to watch the 100m so I know they appreciate speed,” said Bolt. “I am looking forward to returning to the Big Apple in June.”

Organizers also announced today an agreement with [OptionIt](#), a leader in the next generation of ticket buying for sports and entertainment events. Despite the addition of more spectator seating in 2010, organizers expect demand to outstrip supply. Beginning today, fans can purchase an option, through [OptionIt.com](#), for an adidas Grand Prix ticket. Concerned about resellers and scalping, organizers believe this alliance with OptionIt will allow fans who are likely to purchase tickets to buy an option to hold those seats until an assigned date, when they can then exercise their option and purchase their reserved ticket at face value.

OptionIt currently has similar agreements with organizations such as the Boston Celtics, Baltimore Ravens, Washington Capitals and the San Jose Sharks.

The adidas Grand Prix, in its sixth year, is the nation’s premier outdoor track & field invitational meet. It features Olympic stars, top high school athletes and a “Fastest Kid in New York competition.” Increased

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and upgraded backstretch seating at track level is being added to accommodate the growing demand and interest from fans in the New York area. Options are available immediately with tickets available for sale beginning on February 15th. Visit www.adidasgrandprix.com or call 1-877-TIX-TRAC for more information. Additional ferry service and special event buses will be made available to ensure all fans the most convenient access to Icahn Stadium. Updates, photos and additional transportation information can be found by visiting the adidas Grand Prix pages on [Facebook](#) and [Twitter](#).

About OptionIt

OptionIt's patented, user-friendly technology allows fans to reserve access to future events without the obligation to purchase tickets. The OptionIt platform reinforces the simple belief that convenience is about reserving now and deciding later. OptionIt's official partnerships with sports teams, leagues, and event owners ("rights holders") guarantee ticket inventory and empower fans by creating a flexible, personalized solution to purchase what they want, when they want it. In some cases, this may be before the physical printed ticket exists. For more information, visit optionit.com.

About RISF

Icahn Stadium, a state-of-the-art facility on Randall's Island featuring a 400-meter Mondo track and covered seating for spectators, is the premier outdoor track-and-field venue in New York City. It was built by the Randall's Island Sports Foundation (RISF) in partnership with New York City Department of Parks. The facility is programmed, operated and maintained by RISF.

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