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TD Ameritrade wants Team USA Fans to “add up” their support for today’s – and tomorrow’s – U.S. Olympic and Paralympic Team

First of its kind social giving campaign will help send seven future Olympic and Paralympic hopefuls to Sochi

OMAHA, Neb., December 9, 2013 – At the age of three he was already on skis. Today, U.S. Olympic Freestyle Skier Patrick Deneen is on track for the 2014 Olympic Winter Games in Sochi. But, the journey didn’t happen in one big leap. It happened in a series of small, but powerful steps. Launching today, TD Ameritrade’s groundbreaking new campaign, #itaddsup, supports the journey of today’s U.S. Olympic and Paralympic hopefuls, and helps send the next generation of hopefuls on a surprise journey of a lifetime.

“We know the power of small steps because our clients take them every day. Saving for retirement doesn’t happen overnight, nor does Olympic gold. It requires a long-term view and a commitment to making incremental adjustments,” said Denise Karkos, chief marketing officer, TD Ameritrade. “That’s why we’re proud to support Team USA and the hopefuls of tomorrow.”

TD Ameritrade is pleased to announce that, in addition to sponsoring the U.S. Olympic Committee and Team USA, it is also sponsoring the following individual athletes on their journey to Sochi:

- Tim Burke – Biathlon
- Ryan Callahan – Hockey
- JR Celski – Short Track Speedskating
- Patrick Deneen – Freestyle Skiing
- Noelle Pikes Pace – Skeleton
- Danelle Umstead – Visually Impaired Paralympic Alpine Skiing
- Louie Vito – Snowboard

The campaign, which includes Television ads featuring select athletes, as well as robust digital and social components, celebrates the many, but important, small steps these athletes have made along the way.



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But the #itaddsup campaign also looks to the future. TD Ameritrade is proud to be the first Team USA sponsor to support the “next generation” of U.S. Olympic and Paralympic hopefuls in a unique social giving campaign. The Company has selected a future hopeful in each of the seven sports of its sponsored athletes:

- Aaron Tran, Speedskating, age 17
- Gabe Ferguson, Snowboarding, age 14
- Gracie Clapp-Taylor, Skeleton. Age 21
- Jakob Ellingson, Biathlon, Age 19
- Katrina Schaber, Paralympic Alpine Skiing. Age 16
- Chris Douglas, Paralympic Sled Hockey player, Age 23
- Nik Seemann, Freestyle Skiing, age 16

Here’s where fans of Team USA can help out:

1) Help them get to Sochi

By using hash tag #itaddsup, fans can help send these young athletes to cheer on Team USA in Sochi where they’ll experience their very first Olympic Winter Games alongside their mentor athlete. Leading up to the 2014 Olympic Winter Games, every mention of #itaddsup, gets these next generation athletes one mile closer to Sochi.

2) Help them fund their futures

TD Ameritrade has also set up a brokerage account for each next generation hopeful. During the Games, for every use of #itaddsup, the Company will add funds to each account to help them pay for training and other expenses that often accompany the many steps it takes to get to the Olympic Winter Games.

“Athletes often say their first Olympic Games is overwhelming – because they’ve never experienced it before. We want to give that experience to these seven young athletes, so when they hopefully make the team in 2018, they can focus on performance – the little steps – and never mind the unknown,” continued Karkos.

U.S. Olympian Snowboarder Louie Vito surprised each hopeful with the news. See their excited responses captured on video here.[\[link to video\]](#)

For more information on #itaddsup, visit www.tdameritrade.com/itaddsup.

Inquiries about activities or opportunities associated with TD Ameritrade’s sponsorship can be directed to [Dedra DeLilli](#), director of social media marketing and corporate sponsorships at the company.

For the latest news and information about TD Ameritrade, follow the Company on Twitter, [@TDAmeritradePR](#).



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About TD Ameritrade Holding Corporation

Millions of investors and independent registered investment advisors (RIAs) have turned to TD Ameritrade's (NYSE:AMTD) [technology](#), [people](#) and [education](#) to help make investing and trading easier to understand and do. Online or over the phone. In a branch or with an independent RIA. First-timer or sophisticated trader. Our clients want to take control, and we help them decide how – bringing Wall Street to Main Street for more than 38 years. An [official sponsor of the 2014 and 2016 U.S. Olympic and Paralympic Teams](#), TD Ameritrade has time and again been [recognized as a leader](#) in investment services. Please visit TD Ameritrade's [newsroom](#) or [www.amtd.com](#) for more information.

Brokerage services provided by TD Ameritrade, Inc., member FINRA ([www.FINRA.org](#))/SIPC ([www.SIPC.org](#))/NFA ([www.nfa.futures.org](#)).

About the USOC

Founded in 1894 and headquartered in Colorado Springs, Colo., the U.S. Olympic Committee serves as both the National Olympic Committee and National Paralympic Committee for the United States. As such, the USOC is responsible for the training, entering and funding of U.S. teams for the Olympic, Paralympic, Youth Olympic, Pan American and Parapan American Games, while serving as a steward of the Olympic and Paralympic Movements throughout the country. For more information, visit [TeamUSA.org](#).

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