

LUGE: USA Luge, Panasonic & EarthCam Combine to Promote FSN's Coverage of Int'l Luge Racing

by Jon Lundin - U.S. Luge Association

NEW YORK, N.Y. --- The next time you're in Manhattan's Times Square, be sure to look up at the Panasonic Astrovision screen. In an effort to promote Fox Sports Net's (FSN) March coverage of luge World Cup and world championship racing, USA Luge has teamed with Panasonic to run promos on the giant Astrovision screen. The 30-second promos can be seen approximately 28 and 56-minutes after each hour.

"It's exciting to be working with USA Luge and Panasonic to promote our coverage of luge racing in March," said Josh Oakley, FSN's Manager of Acquisitions. "This is our second season carrying luge, and since it's the fastest sport on ice, we're looking forward to more thrills and spills."

If you don't find your way to New York City, be sure to visit [EarthCam's](http://earthcam.com) official website, earthcam.com, to view the spot live from Times Square.

"This is great team effort on the parts of Panasonic, FSN and EarthCam," noted USA Luge's marketing director, Gordy Sheer. "I'm confident because of the work of all three companies, more people than ever will know to tune in to FSN for luge action on Mondays in March."

The races, produced by Carr-Hughes Productions of Saratoga, N.Y., begin Monday, March 3, on FSN with the 2007-08 World Cup series opener, from Lake Placid, N.Y. The 40th World Luge Championships, from Oberhof, Germany, will air Monday, March 10, and Monday, March 17. The World Cup series Finale, from Sigula, Latvia is scheduled to air, Monday, March 24. Each race is scheduled to air from 3 to 4 p.m. local time (check your local listings).