



MEDIA ADVISORY: TUESDAY, APRIL 8 @ 3AM
NOTE: DUE TO SECURITY ISSUES, PRE-ARRANGED POOL COVERAGE
ONLY WILL BE PERMITTED AT THE GATE

David Perry & Associates, Inc., / David Perry
(415) 693-0583 / cell: (415) 676-7007 / news@davidperry.com

SFO / Michael McCarron: (650) 821-4000 / cell: (650) 867-5713 / michael.mccarron@flysfo.com

WHAT: Olympic Torch Arrives at San Francisco International Airport

WHEN: Tuesday, April 8

3am – Media Pool in Place

- AP (wire photo pool)
- KPIX /CBS-5 (TV pool)
- NBC-11 (Torch Relay Media Sponsor)
- Chinese Media (in-flight from Beijing)

NOTE: Pool journalists must provide valid ID with date of birth, preferably a drivers license

4am – Air China Flight Arrival

WHERE: San Francisco International Airport / International Terminal

PROTOCOLS: Photo-Op Only / No Press Q&A Availability

WEB: www.sustainablejourney.org

DETAIL: Due to the extremely large number of interested media outlets and standard media / security protocols at San Francisco International Airport, media outlets interested in covering the arrival of the Olympic Torch at SFO early on Tuesday morning, April 8, will need to make necessary arrangements with the pool teams listed above. However, while at-gate media coverage is limited, as SFO is a public space, media crews following standard SFO protocols may provide coverage as usual in other public areas of the airport.

The 2008 Olympic Torch Relay, sponsored by The Coca-Cola Company, Samsung and Lenovo, will travel to 22 international cities, including San Francisco, before returning to main land China where it will traverse the country for more than three months. Having been carried by more than 21,000 runners, the flame will enter the Olympic Stadium as part of the Opening Ceremony of the XXIX Olympiad on August 8, 2008.

###