



## **USATF Partners with Ludus Tours as Official Tour Operator and Hospitality Provider in Time for Beijing 2008**

*As part of exclusive contract, Ludus will offer Beijing Summer Games 2008 packages and hotel rooms for track fans.*

Indianapolis, IN ([PRWeb](#)) July 26, 2007 -- Ludus Tours and USA Track & Field (USATF) have entered into an exclusive partnership that will make Ludus the Official Tour Operator for USATF. In the agreement, Ludus will serve USATF and its network of athletes, members, fans and partners at a variety of track and field events including the 2008 Olympics in Beijing, 2009 World Championships, and USA National Championships.

The agreement between Ludus and USATF appoints Ludus to develop hospitality programs for The Beijing Games as well as the 2009 IAAF World Championships in Berlin, Germany. Ludus will provide specific tour packages customized for track and field fans, including USA National Team members' family and friends, and will also offer exclusive discounts to USATF members.

"Ludus Tours offers us a unique partnership that will significantly enhance our international and domestic hospitality programs," said USATF CEO Craig Masback. "This is a great opportunity to offer our members, athletes and partners an additional resource that they can use in Beijing, Berlin, and in the United States."

Ludus was created in late 2003 by Adam and Jessica Dailey, both former athletes who competed in the 2000 U.S. Olympic Track and Field Trials. Since its inception, Ludus' primary objective was focused on assisting American track and field athletes and their support groups for the 2004 Athens Olympic Games. Since then, Ludus has branched out and worked on events in the USA, Germany, Spain, Italy and France, including the 2006 World Cup and 2006 Winter Olympics.

Adam Dailey, Managing Director, said that the partnership with USATF is a logical step toward the future as well as a way to reconnect with their roots and passions. "This relationship really brings us back into the world of track and field. Our agreement allows us to invest in a long term commitment to USA Track & Field in addition to having a positive influence on the sport and its fans. Our principle objective is clearly the 2008 Olympics in Beijing, where track and field is the showcase sport."

In addition to covering the world's biggest sporting events, Ludus also specializes in various global cultural events. Ludus reserved more hotel rooms during the Turin 2006 Olympics than any other North American company. Currently, they are preparing for the Rugby 2007 World Cup in France this fall.

To see a list of all the available hotels and tour packages offered by Ludus Tours, visit their website at [www.trackandfieldtours.com](http://www.trackandfieldtours.com).

### About Ludus Tours:

Ludus Tours organizes tours and hospitality for global sports and cultural events throughout Europe and the USA. Some of these events include the Summer and Winter Olympics, the Rugby World Cup 2007, Oktoberfest in Munich, Germany, and San Fermines Festival in Pamplona, Spain. Ludus Tours focuses on individual sports



fans as well as various corporate clients and international sports federations. For additional information on Ludus Tours, visit [www.ludustours.com](http://www.ludustours.com)

About USA Track & Field:

USA Track & Field (USATF) is the National Governing Body for track and field, long-distance running and race walking in the United States. USATF encompasses the world's oldest organized sports, the World's #1 Track & Field Team, the most-watched events at the Olympics, the #1 high school and junior high school participatory sport and more than 30 million adult runners in the United States. For more information on USATF, visit [www.usatf.org](http://www.usatf.org)

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