

# Press Release

**Contact: Tricia McMann**  
**Phone: (860) 647-1009**

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## **SERVICEMASTER CLEAN® OF UPSTATE NEW YORK IS HELPING THE USA BOBSLEDDING TEAMS REACH FOR GOLD**

LAKE PLACID, NY, FEBRUARY 1, 2010: The start of the Winter Olympics is only days away, and the excitement is beginning to grow, especially with the team from ServiceMaster Clean® of Upstate New York, pushing all they can for the US Sled Team. ServiceMaster Clean® of Upstate New York is a proud sponsor of a sled that was in a recent competition during the fifth annual Bo-Dyn Bobsled Challenge that took place in Lake Placid, NY.

The Bo-Dyn Bobsled challenge is one of the main fundraising programs for the Bo-Dyn bobsled project, the makers of the sleds that the Olympians (MENS AND WOMENS) will use at the upcoming games in Vancouver on February 12<sup>th</sup>-28<sup>th</sup>. Last year the US came in 1<sup>st</sup> in both the 2 man and 4 man event, which has not happened in over 50 years.

NASCAR champion Geoff (pronounced Jeff) Bodine (pronounced Bo-Dine) has spent the last 15 years helping design a bobsled for the US Olympic Team on a limited budget. The average sled costs about \$75,000. With fund raisers like the one involving ServiceMaster Clean® of Upstate New York and other NY franchises, the sled will cost nothing to the Olympic team.

And that's one of the main reasons ServiceMaster Clean® of Upstate New York is involved. To raise awareness and raise much needed monies. "Our passion at ServiceMaster Clean® is to support people, organizations and events in the communities we live and work in and beyond. The bobsled challenge was just another way we could do our part in helping. We loved being a part of it and the several hundred area residents who joined us were thrilled to be a part of it", said Tom Harvey, President of ServiceMaster Clean® of Upstate New York. "On top of that, it was wonderful to see so many of our customers from the area actually attend the challenge and help support a great cause and team – the USA Team". Harvey also took a ride down the track at 70 mph to see what it feels like. The ride, he said, was "awesome and something I will always remember". Harvey also reminds area residents to be on the lookout for the ServiceMaster Clean® Bobsled at area events throughout the year.

ServiceMaster Clean® of Upstate New York, which recently celebrated its 25<sup>th</sup> Anniversary, serves numerous towns and cities upstate, including Albany, Schenectady, Rennselaer County, Saratoga, Warren and Washington.

(editors note): Bodine is a Native New Yorker from Chemung, New York and voted one of NASCAR's greatest 50 drivers.

***To find out more how ServiceMaster Clean® is helping the push for Gold at the Olympics, or to talk with Tom, contact Tricia McMann at On The Mark Marketing.***