

NOTES

ACOG tries to stay on top of ticket sales

By Ben Brown
USA TODAY

ATLANTA — With the phone phase of Olympic ticket sales beginning this weekend, expect a new rash of stories about tickets and housing for the '96 Games.

To prove how determined they are to control ticket sales, organizers this week filed suit against ticket brokers they claim are illegally offering scalped ticket packages. Except

for some baseball and soccer tickets available via Atlanta Committee for the Olympic Games-assigned marketing deals, the only seats available to the general public are being sold by ACOG in the USA and by individual Olympic committees abroad.

Beginning Feb. 10, you can call 404-744-1996 to order tickets by phone.

Lighting the way: ACOG officials Wednesday unveiled the hand-crafted torches that will carry the Olympic flame throughout Greece and the USA. The unveiling took place at the American Meter Company in Erie, Pa., where some 10,000 of the propane-powered torches are being hand assembled and quality tested.

The torch relay will begin with the traditional lighting ceremony in Olympia, Greece. The flame is scheduled to arrive in Los Angeles April 27 and will pass through 42 states on its way to the July 19 opening ceremonies.

Housing scarce: Only 10% of ticket-

holders who'll need accommodations in Atlanta have taken advantage of the organizers' offer to book housing via the official Olympic travel agency, WorldTravel Partners. Some 60% are expected to stay with family and friends, leaving 30% of out-of-state ticket-buyers uncommitted.

If you're holding out for close-in rooms, you're dreaming. Between those held by ACOG for officials, sponsors and media and those marketed by WTP or reserved by hotels for prime customers, about every available room within 100 miles of downtown is accounted for.

Tale of torch

22 aluminum "reeds" represent each time the Modern Games have been held.

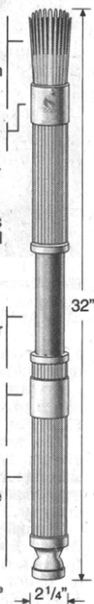
ACOG's logo is on top band.

32 inches (taller than any other Summer Olympic Games torch); expected to weigh less than three pounds.

Hardwood center (pecan or hickory) serves as a handle.

Each host city's name is etched in a gold-plated brass band.

Small tank in base holds enough propane fuel to keep flame burning 30-40 minutes.



Source: Atlanta Committee for the Olympic Games

By Bob Laird USA TODAY