



Press release
For immediate release

The international snowboard competition Shakedown presented by Videotron Mobile is coming back April 4th for a revamped 14th edition, on the Avila side of Mont Saint-Sauveur.

Montreal, February 3, 2015 – For the 14th edition of this popular snowboard event, Shakedown presented by Videotron Mobile will be back in action on April 4th. This great meeting of slopestyle specialists just moved next door, on the Avila side of Mont Saint-Sauveur, where the 15,000 expected spectators will have more space to celebrate the prowess of many of the best riders on the planet!

This year, the Shakedown presented by Videotron Mobile renews itself by presenting a one day condensed formula of the event with wall-to-wall action and no downtime. On the program: the amateur qualification where the top three athletes will join the 40 professional riders for Shakedown's main event (Big Air jump followed by rails), halftime for the mini-pros and last but not least, the Coors Light Rail Jam.

Sebastien Toutant and Maxence Parrot, two Quebecers who are among the best on the international snowboard scene, have already confirmed their presence among the athletes who will compete against other heavyweights. At stake: \$ 40,000 total cash prize, including \$ 20,000 to the winner of the main competition.

"The Shakedown is a flagship event in the country and in the snowboarding world. Not only because it attracts many of the global elite athletes with a unique competition format, but also because it is a gateway for new talents, which can compete with the best. Our move to Avila will also allow us to add a breath of fresh air to the event. The riders, spectators and action sports industry can count on us to produce a show that will live up to their expectations!" Mentioned Brendan O'Dowd, Dizzle Entertainment co-founder and co-organizer of the Shakedown presented by Videotron Mobile.

This year, fans will have to pay an entry fee to attend the event, allowing the organizers to continue to present an international event with world class professional snowboarding and keep Shakedown's place among the hottest snowboard events on the planet. The general admission tickets will go on sale soon and will cost \$5 if you buy it during February or March and \$10 from April 1st to the day of the contest. Tickets will be available through the Shakedown website: www.shakedown.ca.

Amateur athletes wishing to participate in the qualification may register directly at Shakedown the day of the event. All information is available on the event's website.

Thanks to our presenting partner Videotron Mobile as well as Mont Saint-Sauveur, Coors Light, Oakley, Empire, Vans, Burton, Hennessy, DC Shoes, Snowboard Canada and Moog Audio, who made the 2015 Shakedown possible.

Note that the event is now called the Shakedown. After counting on the support of the Ride Snowboards for several years, they are no longer a partner of the event which explains the name change.

Spectacular snowboarding, Shakedown vendors village, DJ, autograph session, electrifying atmosphere and more await you on April 4 on the Avila side of Mont Saint-Sauveur!



Unique competition format

What distinguishes the Shakedown and contributes to its success is first and foremost its competition format, a laid-back and festive environment where the constraints on the athletes are minimal. At the center of the action, the public benefits from an accessible and entertainment-packed show. Shakedown athletes participate in a slopestyle type of competition that involves the mastery of two distinct disciplines: the jump (Big Air) and ramp section, a rail with different textures that are unveiled at the last minute, a long-awaited moment for athletes and spectators. If guests professional athletes are the essence of the show, amateur snowboarders are also in the game, and valiantly attempt to carve out a place among the pros. Every winter, new talents are discovered!

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Dizzle Entertainment, the minds behind the Shakedown

Since 2004, Brendan O'Dowd and Patryck Bernier, founding partners of Dizzle Entertainment, offer event management services in which they transplant their expertise in terrain park development. Today, Dizzle Entertainment is credited with numerous achievements including the design, branding, and management of Mont Saint-Sauveur International group and Ski Bromont snowparks, the national Vans Hi-Standard tour, Ski Bromont's Nuits Blanches, the S3 Futur Pro junior provincial circuit, and the international snowboarding competition known as the Shakedown. Founded in 2005 by the same associates, Dizzle Media remains loyal to Dizzle Entertainment's roots and active participation in action sports by offering video production and post-production services. Among others, the company produces French versions of the Dew Tour competition series and the Red Bull Signature Series, which are both broadcasted on TVA Sports. For more information: www.dizzleinc.com

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MEDIA ACCREDITATION: Any media representative wishing to attend the event should complete the accreditation form online at <http://canada.shakedown.ca/en/mediaAccreditation.html>

Material: Photos available in the media and Video section of the website or upon request. Video: https://www.youtube.com/watch?v=-lJD9_9i--o

Source: Dizzle Entertainment Inc., www.shakedown.ca

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