



Press Release
For immediate release

Maxence takes the cake for the first time at Shakedown

Sebastien Toutant finished 2nd and won the Coors Light Rail Jam

Piedmont, QC, April 4th, 2015 - Maxence Parrot finally took home the victory after the grand finale of the 14th edition of Shakedown presented by Videotron Mobile on Saturday night at the Avila slope of Mont Saint-Sauveur. The 20 years old Bromont local is in fact the first rider in history to land a triple cork in this major competition and went home with the \$ 20,000 cash prize. This is also the first victory of his career at Shakedown. Engaged in a fight from beginning to the end with his good buddy Sebastien Toutant, Max won the battle, but Toots was also amazing in the finals. However, he had to settle for second place and took home \$ 5,000.

"There was still pressure, acknowledged Parrot. I've been riding Shakedown for 4 or 5 years and I had never won. I won some contests all over the world, but not here in Quebec. It was time! I'm super happy. This is a lifelong dream for me to win here. Another thing I can check off my list! »

"I was not looking for other people score. I tried to be in my own bubble and do what I had in mind. But I knew it was really tight between me and Seb," noted Parrot, who managed to do the best tricks of the evening on the jump: a Backside Triple Cork 1440 and a Cab Double Cork 1440.

For its part, Sebastien Toutant was very strong on track and in his jumps. He also attempted a triple cork, which he unfortunately was not able to land.

"Every time we find ourselves in competition Maxence and I, it's always super tight", said the 22- year-old from L'Assomption. I hurt my right ankle in qualifying and it played a little on my riding in the final. But it still ends up this season really well. This is really cool! »

Thanks to its fluidity and style, Michael Ciccarelli (Ancaster, 18 years old) grabbed the third spot on the podium. This has allowed him to put a good \$ 2,500 in his pockets.

The Shakedown competition, which includes the Empire jump (Big Air) and a Coors Light Rail Jam, took off in the morning with the presentation of amateur qualification. Despite poor snow conditions in the morning, the first segment was very good. Xavier Boudreau (La Baie QC, 18) finished first in front of Benjamin D'Hugues (Saint-Sauveur QC, 15) and Nicolas Tremblay (La Baie QC, 23). The three Quebecers made it to the semi-finals, which also includes the 28 professional guest riders.

Ten riders advanced to the rail jam grand final which took place in the evening. Only 90 minutes were given to them to make four judged runs before the eyes of the judges. The two best performances of each participant were then selected for the final score. The new site and the casual approach of the competition at the heart of the unique Shakedown format, were highly popular among athletes. This allowed them to express their talent and to give the best performances to the crowd.

The Coors Light Rail Jam was also on Saturday's program. The 25 invited professionals stormed the original setup that offered many options with different rails. After winning the amateur qualification, Joel Dalacker (New Market ON, 22), Tommy Belanger (Mirabel QC, 22) and Marc-André Séguin (Hull QC, 20)



joined them in the semi-finals. Joel Dalacker continued to impress by sneaking among the top the ten finalists, who all left with a \$ 4000 cash prize.

The final took place under the sun and the watchful eyes of the spectators. It's none other than Sebastien Toutant who claimed victory. This is the first time he finished with the best overall at the Coors Light Rail Jam. The 22 year old of L'Assomption, QC won a well deserved \$ 3,000 cash prize. Craig Gouweloos (Oro-Medonte ON, 23) also left with some major money by winning the best trick, for \$ 2,000. He blasted a giant backside gap 360 to 50-50.

The spectators had an awesome show throughout the day with a wide variety of events, including the Snowboard Canada Magazine autograph session and halftime mini-pros, which has enabled many young people under 9 years old to demonstrate their skills on a rail designed especially for them. Entertainment, booths, food trucks and DJ's also contributed to the festive atmosphere, all for the delight of the crowd.

Patryck Bernier and Brendan O'Dowd of Dizzle Entertainment, producers and founders of the Shakedown, were hyped on this 14th edition's success. "With the new formula, all segments were condensed in one day. There has been wall to wall action today. The new site for the competition was really appreciated by both athletes and spectators, who were present in large numbers. Nearly 10,000 people came to encourage riders, who once again offered a flawless performance. We are already starting to prepare for the next edition of Shakedown, we want to keep it evolving" Patryck Bernier said.

See the action on TV and the Web

The Shakedown presented by Videotron Mobile will be making the leap to your living room. On Thursday, April 9th, 2015 at 8:30 pm, highlights of the event will air on TVA Sports during a special 60-minute show. The show will subsequently be posted for viewing on Shakedown's [Youtube](#) channel. The Shakedown finals will be broadcast on this channel on Sunday, April 5th.

Unique competition format

What makes the Shakedown both unique and successful is above all its format: it is a laid-back competition in a festive atmosphere, where few constraints are imposed on the athletes. The public is at the center of the action and enjoys an accessible, entertainment-packed show. Shakedown athletes participate in a slopestyle-type competition involving the mastery of two distinct disciplines: the jump (Big Air) and the ramp section, a rail with different textures unveiled at the last minute, a long-awaited moment for athletes and spectators. While the professional athletes in attendance are the essence of the show, amateur snowboarders are not left behind, as they valiantly attempt to carve out a place for themselves among the pros. Every winter, new talent is discovered!

Partners of our 14th edition

The Shakedown is made possible through the support of Videotron Mobile, the presenter of the event, Mont Saint-Sauveur, Coors Light, Oakley, Empire, Vans, Burton, DC Shoes, Hennessy, Snowboard Canada, Moog Audio, Snowboard Québec and 33mag.com.

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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 broadcast on TVA Sports. For more information: www.dizzleinc.com

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Photos <http://canada.shakedown.ca/pressImages.html> or
<https://www.flickr.com/photos/rideshakedown/sets/>

Videos: <https://www.youtube.com/user/DizzleEntertainment>

Results: <http://canada.shakedown.ca/en/global/resultArchive/id/13.html>

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

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