



**PRESS RELEASE**  
For immediate release

**Sébastien Toutant Victorious at the 2011 RIDE Shakedown presented by Vidéotron**  
*Matts Kulisek earns his third RIDE Shakedown podium this year*

**Saint-Sauveur, April 2, 2011** – The 10<sup>th</sup> anniversary of the RIDE Shakedown presented by Videotron came to a close tonight as Sébastien Toutant took home his third RIDE Shakedown title (2006-2009-2011). All five stands were packed with fans eager to witness this exhilarating milestone edition.

The final day of this 10<sup>th</sup> edition proved why this competition is among the industry and fan favourites. Antoine Truchon and Francis Bourgeois, both qualified amateurs, were lined up to compete alongside Alex Cantin of Quebec City and Yale Cousino of Lincoln, VT, to name a few. Though winds were an added challenge, all 35 riders pushed their limits in an effort to impress both the judges and the fans. The top 10 was reminiscent of the 2006 edition as Truchon and Bourgeois qualified alongside RIDE Shakedown veterans Matts Kulisek and Sebastien Toutant.

Going into the final, the adrenaline was palpable. Riders were allotted 90 minutes in which they were required to perform three judged runs. The best two runs combined to form the final score. This laid-back approach, at the heart of the RIDE Shakedown's unique competition format, is highly appreciated by athletes; it allows them to perform to their full extent and give the crowd a show.

It was a neck-in-neck race for the three winners, each trying to outdo the other. On his final run, 18 year-old Sébastien Toutant threw a cab 1260 double cork and followed it up with a gap to nose blunt on the kink rail. Added to his successful first run, a backside 1080 double cork and gap cap 270 on the rail, the hometown hero climbed his way to the top podium step for the third time, earning \$15,000. "It was a tough semi-final this morning, it was super windy. Everyone was having a bit of trouble, but I stomped my run and made it to the final. On my last run I went with my cab 12 double cork. I hadn't practiced it but I stomped it and it was kind of like a dream come true," he said.

Matts Kulisek, no stranger to the competition, earned the second podium spot with his frontside 1260 on the jump and gap half cap 50/50 on the kink rail. This is the 2011 RIDE Shakedown third podium for the 26 year-old hometown rider, who took home \$8,000. Kulisek, short of breath, was ecstatic. "It's hard to podium once, so three times is amazing! This crowd is definitely the biggest, but at the same time I've got all my friends for support!"

Newcomer Maxence Parrot from Bromont earned his the semi-final spot as the best trick winner at the 2011 Snowmission. After making it to the final, the 17 year-old impressed the judges with his backside 1260 double cork followed by a gap cab 270 on the kink rail. Parrot came in third with a \$4,000 prize purse.

The crowd was treated with a slew of events throughout the day, such as the Snowboard Canada Magazine autograph session and the customary Push.ca halftime show. The latter took place on the same setup used by snowboarders where Simon Naud-Marcotte earned best trick and \$2,000 for his 50/50 down to 5-0. The whole event was highlighted with the sounds of drumline D-LINE and ended with a bang –literally. Fireworks lit up the sky as the 10<sup>th</sup> anniversary came to an end.



Despite the thousands of smiling faces, none were happier than Patryck Bernier and Brendan O'Dowd, founders of the event. "It's crazy to think of how much this event has grown in the past ten years. It's now an international event on two continents that attracts top riders from across the world! The crowd here at Mont Saint-Sauveur amazes us year after year. We love this event and we love being able to have over 25,000 people love it too. We even got Mother Nature on our side again this year!"

This 10<sup>th</sup> anniversary edition was a success with the launch of the inaugural RIDE Shakedown in Garmisch-Partenkirchen, Germany followed by an encore edition at The Summit at Snoqualmie in Seattle. The final stop in Mont Saint-Sauveur closes out an international tour for the RIDE Shakedown, one that we hope to repeat in the coming years.

Starting April 18 at 11:30 am, Videotron –the event's presenting sponsor, will be broadcasting a RIDE Shakedown 10<sup>th</sup> anniversary highlight show on VOX. An English version of the highlight show will also be featured on TSN, April 30 at noon. For full broadcast schedule, head to [www.voxtv.ca](http://www.voxtv.ca) or the RIDE Shakedown website.

Until then, take advantage of exclusive footage accessible to all fans via one of the three Videotron platforms. A slew of highlight shows from previous editions (2006-2010), exclusive videos, as well as the 10-year RIDE Shakedown documentary are available now on illico web, illico mobile, and illico on demand.

### **Unique competition format**

What makes the RIDE Shakedown [www.rideshakedown.com](http://www.rideshakedown.com) such a hit and a cut above the rest is its unparalleled competition format. The concept: a laidback, live-it-up event with minimal restrictions on the riders. Spectators are taken to the very heart of the action and treated to a thrill-a-minute show that's eminently accessible. At the RIDE Shakedown, riders are required to master two different disciplines: Big Air and rail featuring a rail with various surface textures to be revealed only on the first day of competition. Competitors and fans alike look forward to the moment. While pros are the main attraction, amateurs are also in the game, as they valiantly battle it out in an attempt to make a name for themselves. Every winter, new talent is discovered!

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### **Partners**

The 10<sup>th</sup> Canadian edition of the RIDE Shakedown is made possible through the support of RIDE Snowboards – title sponsor, Videotron – presenting sponsor, Mont Saint-Sauveur, Empire, Oakley, Push.ca, Coors Light, AXE, Vans, XtraSlush, Snowboard Canada Magazine, Shakedown MFG, Rockstar, as well as Drop, IFound, Camp of Champions, MOOG Audio, Skullcandy, 33mag.com, Slash magazine, Nightlife magazine and Troublemakers.

### **About RIDE Snowboards**

For passionate snowboard enthusiasts of all ages, RIDE represents an uncompromised, fun-at-all-costs approach to life. Founded in Redmond, Washington, in late 1992, RIDE hit the market with a vision - to create a snowboard company for the people, built upon technical innovation, superior quality and living the dream. Today, based in Seattle, RIDE continues to stay true to its original goals. For RIDE, it's not about being the biggest; it's about being the best at what they do. Now offering a full range of quality boards, boots, bindings & apparel, RIDE has worked tirelessly to maintain its distinct brand identity and has firmly established itself as a leader in the snowboard industry, doing business in 48 countries through its wholly-owned subsidiaries and distributor network. For the latest, visit [www.ridesnowboards.com](http://www.ridesnowboards.com).

**About the presenter | Videotron**

Videotron is a young, dynamic, fast-growing company that has become a Quebec leader on the strength of its customer-focused and employee-centered vision. It harnesses the latest technology to offer its customers the best entertainment experience. Videotron is known for ground-breaking product quality, service offerings and customer service. We are proud to support RIDE Shakedown and to bring snowboard buffs the full excitement of the event on the slopes of Mont-Saint-Sauveur and on all our media platforms. Follow Videotron on the web and on Twitter | [facebook.com/videotron](https://facebook.com/videotron) | [twitter.com/videotron](https://twitter.com/videotron)

**DIZZLE Entertainment, architects of the RIDE Shakedown**

The two founders and partners of DIZZLE Entertainment, Brendan O'Dowd and Patryck Bernier, from Montreal, Canada, have been providing event-oriented design, marketing and management services since 2004. Over time, they have added to these. They now provide services as athletes' agents and consultants on the design and creation of snowboard parks. Today, DIZZLE is credited with major accomplishments including design, marketing and management of snow parks for Mont Saint-Sauveur International and Shakedown Snowboard Camps. They are also responsible for the design and distribution of Shakedown MFG, a clothing and accessories line available in stores and online at [www.shakedownmfg.com](http://www.shakedownmfg.com) . For more information: [www.dizzleinc.com](http://www.dizzleinc.com) et [www.rideshakedown.com](http://www.rideshakedown.com).

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**Material** : Photos and videos available in the media section of the website <http://st-sauveur.shakedown.ca/en/page/view/id/56/Info/Material.html> or upon request.

**Source** : DIZZLE Entertainment Inc., [www.rideshakedown.com](http://www.rideshakedown.com)

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