



Press release
For immediate release

The 13th edition of the Ride Shakedown presented by Videotron Mobile at Mont St-Sauveur on April 4 and 5

Now a 5 star ranked event on the TTR World Snowboard Tour

Montreal, December 12, 2013 – The Ride Shakedown presented by Videotron Mobile, a popular Big Air snowboarding event, will be back for a 13th edition at Mont St-Sauveur on April 4 and 5. This year, the end of season event will bear a 5-star ranking in the TTR World Snowboard Tour, a prestigious international snowboarding circuit.

Boasting the same generous \$50,000 prize purse, the Ride Shakedown will award \$20,000 of the total purse to the winner of the main event, a jump-to-rail competition, which will take place on the second day of the event. A total of 40 professional athletes will be present, along with a select few daring amateurs who earn their way to the semi-final round. From there, the spotlight momentarily shifts to the mini-pro halftime show, a segment where kids aged 12 and under will perform tricks on a rail specifically designed for the occasion.

“Once again this year, we will stop at nothing to ensure the Ride Shakedown is penned into everyone’s winter schedule as the must-attend, end-of-year event for both athletes and the public. In order to improve the experience for spectators and maximize athlete performance, all while delivering a great show, we have completely redesigned the bottom of the course. As a result, the event site as a whole will be modified. We have also adjusted some elements of the competition format”, indicates Patryck Bernier, Dizzle Entertainment co-founder and co-organizer of the Ride Shakedown presented by Videotron Mobile.

“The event is still going strong and we’re constantly developing new ideas. In 12 years of existence, we have seen our audience grow and they have equally seen us grow! Much like its audience, the event continues to grow year after year, with more and more people considering it a spring tradition. We also believe that having the event recognized worldwide will continue to attract international high-caliber competitors. Bottom line, all elements are in place to ensure a huge party for snowboard fans of all ages!”

Some 25,000 spectators are expected on site to watch their favourite riders and partake in the various activities being held on site such as exhibitor booths, DJs, and an autograph session with professional athletes. For those who prefer to be up close during the action, new access areas will be set up around the course.

L’Assomption native Sébastien Toutant, a four-time Ride Shakedown champion who ranked second-place in last year’s event, will return from the Winter Olympics just in time to compete for a fifth title. In order to secure it, he will have to face fierce opponents on a Big Air jump as well as a rail feature, which is redesigned for every edition of the Ride Shakedown.

Amateur riders interested in competing in the Ride Shakedown presented by Videotron Mobile can now register on the event website or through one of the various qualification events that will take place throughout the winter across Canada and the United States. For more details, head to: www.rideshakedown.com.



Unique competition format

What distinguishes the Ride 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. At the Ride Shakedown, the athletes participate in a Big Air competition, which involves mastering two distinct disciplines: the Big Air and a rail with different features which is only unveiled just before the competition, a long-awaited day for the athletes and spectators. The professional athletes are the essence of the show, however the amateurs also play an important role and will make a valiant effort to mark their place among the pros. New talents are discovered every winter!

Partners of the Ride Shakedown presented by Videotron Mobile

The 13th edition of the Ride Shakedown is made possible thanks to the support and participation of Ride Snowboards, title sponsor, Videotron Mobile, event presenter, Mont Saint-Sauveur, Empire, Coors Light, Rockstar as well as Oakley, POP Headwear, Snowboard Canada Magazine, Moog Audio, 33mag.com and TTR World Snowboard Tour.

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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. Offering a full range of quality boards, boots, bindings, apparel and more, 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 53 countries through its wholly-owned subsidiaries and distributor network. For the latest, visit ridesnowboards.com

About TTR Pro Snowboarding & World Snowboard Tour

TTR Pro Snowboarding is a new breed of sports governing body made up of a professional network of events, athletes, nations and industry partners. TTR has been built upon the sport's core values and unique culture with the goal of making snowboarding the most recognized progressive sport in the world. The overall objective is to uphold the progression of snowboarding by providing fair and open competition environments, including innovative judging and ranking systems, that allow for athletes to develop from rookies into world-class athletes. A non-profit organization, TTR Pro Snowboarding owns and operates the World Snowboard Tour, the TTR World Ranking System and the World Championships of Snowboarding. At the end of each World Snowboard Tour competitive season, TTR Pro Snowboarding awards World Snowboard Tour Champion titles in each of the following categories: Overall, Halfpipe, Slopestyle and Big Air.

Dizzle Entertainment, the minds behind the Ride 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 Ride 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>

They are also encouraged to contact Josiane B  tit at 514 831-0276 to request an interview or additional information.

Material: Photos and videos available in the media section of the website <http://canada.shakedown.ca/en/pressImages.html> or upon request.

Source: Dizzle Entertainment Inc., www.rideshakedown.com

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