



Press release
For immediate release

Jonathan Truchon Steals the Show at the Coors Light Rail Jam Maxence Parrot Earns Best Trick

Saint-Sauveur, April 4, 2014 – The 13th edition of the Ride Shakedown, presented by Videotron Mobile, was greeted with sunshine on Friday at Mont St-Sauveur. As is tradition, participants had to perform on a unique set of features that offered endless possibilities. The numerous types of rails in close proximity offered athletes a chance to demonstrate their creativity by executing combination tricks. The course equally housed a number of integrated Videotron Mobile box seats, one of which sat above the course, allowing spectators to be at the heart of the action.

The Empire jump provided Big Air athletes with even more height and momentum, thus allowing them to outdo themselves and execute more complex tricks. This year, the main competition is ranked a 5star event on the World Snowboard Tour, while the amateur qualification, which took place Friday afternoon, is ranked a 3star event.

Jonathan Truchon (23 years old) of Chicoutimi was crowned champion of the Coors Light Rail Jam. He used every rail feature available and executed a number of bold tricks such as a backflip to boardslide and a huge transfer gap to lip boardslide. He was in a tight race with Antonin Chamberland for the title. Olympian **Maxence Parrot's** 50-50 backside 360 gap out to 50-50 frontside 180-out was one of the many tricks that earned him Best Trick.

This year, the Rail Jam prize purse was revamped; not only did the rail jam champion earn a \$3,500 prize, he also took home a surf trip to Punta de Mita, Mexico, where he will be staying at [Hotel Cinco](#). The winner of Best Trick earned a grand prize of \$2,000 and all other Rail Jam finalist earned a \$500 prize purse.

During the Coors Light Rail Jam qualification round, Quebec natives **Nicolas Tremblay** (22 years old), **Francis Jobin** (15 years old), and **Jonathan Tremblay** (22 years old) displayed the most originality and diversity in their tricks, which earned them top points with the judges. They moved forward to the semifinal, where they competed against invited professionals. Both Nicolas and Jonathan later made their way to the Rail Jam final.

Among the 31 riders who took part in the amateur qualification, the top three earned a ticket to Saturday's semifinal where they will join 40 invited professionals. **John Herald** (18 years old) of Canton, Massachusetts, also earned both a victory and a trip to Punta de Mita for his performance in the qualification round. The American rider set himself apart with the level of precision he demonstrated and a solid execution of a backside double cork 1080 on the Big Air.

Quebec natives **Philippe Fournier** (21 years old) of Matane, and **Michel Gregoire** (20 years old) of St-Augustin-de-Desmares, also set themselves apart from the crowd of eager amateurs. They finished respectively second and third, earning them a spot in Saturday's semifinal.

See the course unveiling here: <http://www.grosblague.com/ride-shakedown/ride-shakedown-pub/ride-shakedown-2014-brand-new-course/>



Saturday is not to be missed! The day kicks off at 10 a.m. with a practice session for professional athletes, followed by the Snowboard Canada Magazine autograph session. Come meet your favourite pro riders before they head to the course for the long awaited semi-final round at 2:45 p.m. During downtime, enjoy the many activities available in the partner village. Don't miss the mini-pro halftime show at 5 p.m., where young riders aged 13 years and under will take on the rail setup. As always, the skateboard halftime show will take place at 5:45 p.m. on the same rail feature as snowboarders. As of 7:30 p.m., Mont Saint-Sauveur will be taken by storm as the final unfolds. Once the winner is announced, it's off to the Mont Avila cafeteria for the official Ride Shakedown afterparty presented by Coors Light.

The Ride Shakedown presented by Videotron Mobile on TVA Sports, MATV and TSN2

The 2014 Ride Shakedown can also be seen in your living room thanks to TVA Sports, MATV and TSN2. A 60-minute highlights show will be broadcast in April on these channels. There will also be a 30-minute special called *Trois histoires, un Ride Shakedown* broadcast on TVA Sports and MATV in April. All details [here](#). You can catch these shows online via Ride Shakedown's [Youtube](#) and [Vimeo](#) accounts. Keep your eyes locked on [Transworld Snowboarding's](#) web site on April 6th to catch the Ride Shakedown final. You can also follow the action online as it happens on the Ride Shakedown [Twitter](#) and [Facebook](#) pages.

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.

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, Xtraslush, Moog Audio as well as Oakley, POP Headwear, Snowboard Canada Magazine, 33mag.com, Transworld Snowboarding, 91,9 Radio X Montreal and 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. www.worldsnowboardtour.com

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

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

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