



**Press Release  
For immediate release**

## **14<sup>th</sup> edition of Shakedown with Toutant, Parrot and many others! International competition, fun atmosphere**

Montreal, March 11, 2015 – The Avila side of Mont Saint-Sauveur will be buzzing with activity on Saturday, April 4th, as the 14<sup>th</sup> edition of the ever popular Shakedown presented by Videotron Mobile gets underway. The prestigious snowboarding competition will bring together close to forty of the world's top professional slopestyle riders.

This year, the Shakedown, Canada's most important snowboarding event and a competition much anticipated by athletes, will be taking advantage of the extra space available on the Avila slope side to impress the 15,000 spectators on site. The village will also offer many new activities delivered in a fun atmosphere that promises to make the event a big hit.

Among the features, there will be a mini vert ramp by Vans, where professional skaters will perform their impressive tricks. Burton will also be initiating youngsters to snowboarding in its Riglet Park, while parents charm their taste buds at the various food vending trucks on site.

"We're excited about sharing the new venue with fans. A breath of fresh air has swept across our event and we can't wait for the public to see the course. This 14<sup>th</sup> Shakedown will be a great transition to our 15<sup>th</sup> anniversary edition next year," explained Brendan O'Dowd of Dizzle Entertainment, co-founder and co-organizer with Patryck Bernier of Shakedown presented by Videotron Mobile.

With amateur qualifications, the Coors Light Rail Jam, an autograph signing session with pro athletes, half-time for mini-pros and the Shakedown semi-finals and finals, the day will be packed with excitement. Spectators will be able to monitor the progression of the athletes vying for a total of \$40,000 – with \$20,000 for the top spot at the finals.

Fans eager to see the action can attend the practice runs on Friday, April 3<sup>rd</sup>, as the amateur and professional athletes get to know the new course. As usual, it will feature a Big Air and multiple rails. This year's jump has been designed to allow riders to perform the impressive triple cork, should they choose.

"The Shakedown is important for Canadian snowboarding, for athletes, amateurs and the industry as a whole. We are very proud of it. We do everything in our power to make it a must-attend event and a huge end-of-season get together for athletes and the public. It's a big celebration of the sport for fans of all ages," Patryck Bernier said.

Spectators will have the chance to watch the skillful performances of **Sébastien Toutant** (L'Assomption), four-time winner of the Shakedown and vice-champion of the Big Air at Air+Style of Los Angeles in February, and of **Maxence Parrot** (Bromont), silver medallist of the Big Air at the X Games in January. Quebeckers **Charles Reid** (Mont Tremblant), **Jérémy Cloutier** (Blainville), **Will Lavigne** (Victoriaville) and **Francis Bourgeois** (Trois-Rivières), American **Kyle Mack** and Norwegians **Ulrik Badertscher** and **Kim-Rune Hansen**, to name just a few, will also be participating.

Dozens of amateur athletes will vie for the three valuable spots at the semi-finals, giving them the chance to move up and compete with the pros. Riders interested in participating in the Shakedown presented by Videotron Mobile can register directly at the Shakedown. Learn more at [www.shakedown.ca](http://www.shakedown.ca).



Until April 1st, general admission tickets are available for \$5. After that date, ticket price will go up to \$10. Spectators can also purchase a lift ticket to Avila for only \$10 for Saturday, April 4th or a ticket for a seat in the bleachers for only \$15. Tickets are on sale at [www.shakedown.ca](http://www.shakedown.ca) and on site on the day of the event.

### **Schedule of the Shakedown presented by Videotron Mobile**

#### **Friday, April 3rd, 2015 – PRACTICE RUNS**

08:00 – 17:00 Registration, amateur qualifications and invited pros  
09:30 – 12:00 Big air / Rail practice for amateur athletes  
12:30 – 14:30 Big air / Rail practice for invited professional athletes  
15:00 – 16:00 Rail practice, amateurs  
16:00 – 17:00 Rail practice, invited pros

#### **Saturday, April 4th, 2015 - Shakedown presented by Videotron Mobile**

09:00 Opening of Shakedown village  
08:30 – 10:30 Amateur qualifications  
10:45 Announcement of qualifying amateur athletes  
11:00 - 12:00 Coors Light Rail Jam Qualification  
12:15 – 13:00 Invited pros Rail Jam practice / Announcement of the qualified amateur athletes  
13:15 – 14:15 Coors Light Rail Jam semi-final  
14:30 – 15:00 Coors Light Rail Jam final  
15:15 Coors Light Rail Jam awards ceremony  
15:30 – 16:30 Snowboard Canada autograph signing session with professional athletes  
16:30 – 17:00 Mini-pro half-time show (9 years old and under)  
17:30 – 19:30 Shakedown presented by Videotron Mobile semi-finals  
20:00 – 21:30 Shakedown presented par Videotron Mobile final  
21:30 – 22:00 Awards ceremony  
21:00 Shakedown Coors Light Afterparty (18 years and over) – Caf  t  ria Avila

### **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 14<sup>th</sup> 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 Qu  bec and 33mag.com.

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HashTag: [#SKDW](#)

**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](http://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>. For interview requests and additional information, please contact Josiane Béti tat 514 831-0276.

**Material:** Photos available in the Media section of the website at <http://canada.shakedown.ca/pressImages.html> or upon request.

Video: <http://youtu.be/CCEzvaV0fQs>

**Source:** Dizzle Entertainment Inc., [www.shakedown.ca](http://www.shakedown.ca)

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