



MARCH 30\_31

— ORIGINAL  
SNOWBOARD GAMES  
SINCE 2002  
— RIDESHAKEDOWN.COM

PRESS RELEASE  
For immediate publication

**The Ride Shakedown presented by Videotron is back for its 11<sup>th</sup> year!  
Sébastien Toutant has his eye on the prize; a fourth title earning him \$20,000  
of the total \$50,000 purse**

Montreal, March 7, 2012 – The tradition lives on, as the Ride Shakedown presented by Videotron, the biggest international slopestyle snowboarding competition in the country, will be back for an 11<sup>th</sup> edition at Mont Saint-Sauveur on March 30 and 31, 2012.

Again this year, this great event that celebrates the arrival of spring will host 40 of the world's best riders, including Ride Shakedown triple winner Sebastien Toutant, who recently earned the silver medal at the first Ticket To Ride (TTR) World Snowboarding Championships (WSC) in Oslo, Norway. In recent months, the snowboarder from L'Assomption also earned the bronze medal at the X-Games, a prestigious competition at which he had been decorated in gold a year earlier.

The famed rider, nicknamed *Seb Toots*, will have to face professional athletes eager to dethrone him. Among these riders are Quebecers Matt Kulisek, winner of 2 US Ride Shakedowns, and Alex Cantin (Ride Snowboards Pro rider), as well as the iconic Eiki Helgason from Iceland and American Ride Shakedown veterans Zak Hale and Yale Cousino. With the added knowledge that the purse has increased from \$ 35,000 to \$ 50,000 – \$20,000 of which go to the big winner, riders will be even more motivated to dazzle the crowd. In 2011, an estimated 25,000 spectators were present at Mont Saint-Sauveur.

"When it comes to my calendar, the Ride Shakedown is an absolute must," maintains Sébastien Toutant. "The competition among athletes is friendly and the jam format is well-liked. I love the atmosphere set out by the crowd of thousands, especially since my family and friends are among them. The caliber of the competition is great and the increased purse will definitely attract even bigger names in slopestyle snowboarding."

In addition to professionals, 80 amateurs will also have the opportunity to take on the best. Part of the amateur selection is a result of various qualification events that take place throughout the season in Quebec; others have signed up online. Both the schedule for official qualification events and amateur registration forms are available by means of the event website: [www.rideshakedown.com](http://www.rideshakedown.com).

"Year after year, the Ride Shakedown has expanded while preserving its main purpose; to promote snowboarding and its athletes to the largest possible audience," declared Brendan O'Dowd, co-founder and co-organizer of the Ride Shakedown alongside Patryck Bernier. "Once again this year, we intend to make it a memorable experience for the athletes thanks to the electrifying atmosphere created by the fans and the rail feature that will, as always, be one of a kind. As for spectators, they can take full advantage of the partner village, Videotron LED big screen, and of course, spectacular performances provided by snowboard professionals."



## Ride Shakedown presented by Videotron 2012 event schedule

### Friday, March 30, 2012

08:00 – 09:30	Registration for Oakley amateur qualifications / Coors Light Rail Jam
10:00 – 12:00	Oakley amateur qualifications – Heat A
13:00 – 15:00	Oakley amateur qualifications – Heat B
15:30 – 16:00	Qualifying riders announced
16:00 – 17:00	Coors Light Rail Jam qualifications
17:00 – 18:30	Course Maintenance
18:30 – 20:30	Coors Light Rail Jam
20:45 – 21:00	Award Ceremony
22:00	Ride Shakedown Coors Light Afterparty (18+)

### Saturday, March 31, 2012

12:00 – 13:00	Snowboard Canada autograph session with professional athletes
14:00 – 16:00	Ride Shakedown semi-final
17:00 – 18:00	Halftime show (pro skateboard on the ramp setup)
18:00 – 19:00	Course Maintenance
19:30 – 21:00	Ride Shakedown Final
21:30 – 22:00	Award ceremony
22:00	Ride Shakedown Coors Light Afterparty presented by Volcom – Live show by MUTE (18+) - Mont Avila Bar
22:00	Final stop of the Ride Shakedown Bar Tour presented by Coors Light (18+) - Bourbon Street North (Ste-Adèle)

### The Ride Shakedown presented by Videotron on TVA Sports, illico and Sportsnet

The Ride Shakedown 2012 presented by Videotron at Mont Saint-Sauveur will also be featured in your living room thanks to TVA Sports and Sportsnet, our two partner broadcasters. Thus, the Ride Shakedown 2012 highlights show will be broadcasted on TVA Sports April 19 at 7 pm, and the English version will be on Sportsnet April 17 at 7 pm. You can also now browse through the Ride Shakedown exclusive section on Videotron's three platforms (illico TV, illico mobile, and illico web), where you will find highlights shows from 2006 to 2011, the Ride Shakedown documentary also presented on TVA Sports March 29 at 7:30 pm, and the all new Top 10 best tricks and falls since 2002. For full details on all of these broadcasts, head to [www.illicoweb.tv/rideshakedown](http://www.illicoweb.tv/rideshakedown)

### Unique competition format

What makes the Ride Shakedown such a hit and cut above the rest is its unparalleled competition format. Seen as a huge snowboarding festival both for the forty-some international athletes and the 80 amateurs, the Ride Shakedown offers a unique competition format with minimal constraints on the athletes. The competition requires a mastery of two distinct disciplines: the jump (Big Air) and an original rail feature unveiled only on the first day of competition. Placed at the heart of the action, the public benefits from an accessible yet breathtaking show.

### Partners of the Ride Shakedown presented by Videotron

The 11<sup>th</sup> Canadian edition of the Ride Shakedown is made possible thanks to the support and participation of Ride Snowboards, title sponsor, Videotron, event presenter, Mont Saint-Sauveur, Empire, Oakley, Coors Light, Rockstar, as well as XtraSlush, Shakedown MFG, POP Headwear, Snowboard Canada Magazine, Push.ca, Boa, MOOG Audio, 33mag.com, Slash Magazine, NRJ, Consignaction, Troublemakers, Vans and Schick.

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Website: [www.rideshakedown.com](http://www.rideshakedown.com)

Hashtag: [#RIDESKDW](https://twitter.com/RIDESKDW)

Flickr: <http://rideshakedown.com/iQwMa>

YouTube: <http://rideshakedown.com/MkiQe>

Vimeo: <http://rideshakedown.com/kWjaQ>

### **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).

### **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, branding and management of snow parks for Mont Saint-Sauveur International and the international snowboard events Ride Shakedown. They are also responsible for the design and distribution of Shakedown MFG, a clothing and accessories line available online at [www.shakedownmfg.com](http://www.shakedownmfg.com). 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>

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.

### **Ride Shakedown 2012 trailer:**

To watch it <http://canada.shakedown.ca/en/global/videoFocus/id/31.html> or <http://www.youtube.com/watch?v=1DkYuhfZeh4>

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

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