



Press release

Sébastien Toutant, Maxence Parrot, and many others at the 13th Ride Shakedown in Mont Saint-Sauveur!

Montreal, March 12, 2014 – For a 13th consecutive year, the world's best riders will travel to Mont Saint-Sauveur next month for the Ride Shakedown presented by Videotron Mobile. The snowboard competition, ranked as a 5-star event on the World Snowboard Tour, will take place on Friday, April 4, and Saturday, April 5.

The professional athletes taking part in the 13th edition of the Ride Shakedown will be competing for their share of a \$50,000 prize purse; \$20,000 of which will be awarded to the winner. They will need to prove themselves on a course composed of a big air jump followed by a rail feature-unveiled exclusively by Videotron Mobile on the eve of the event. This unique course will allow these slopestyle experts to impress the judges all while giving the 25,000-strong crowd a great show.

"The jump will be even bigger this year", warns Patryck Bernier of Dizzle Entertainment, founder and Ride Shakedown producer alongside Brendan O'Dowd. "It will give athletes a bigger range to work with, which in turn will enable them to perform more awe inspiring tricks. The rail feature was once again redesigned this year and will give the riders even more options on which to unleash their creativity".

There will be something for everyone at Mont Saint-Sauveur during the two-day event. In addition to the weekend's main event on Saturday afternoon, which will feature some forty international professional athletes, the Friday is shaping up to be just as eventful; dozens of amateur athletes will battle it out during the amateur qualification to earn a spot in Saturday's semi final. It is the best way for future rising stars to make a name for themselves and work their way up the ranks. Amateur registration is still open via the website: www.rideshakedown.com.

The Ride Shakedown halftime show is sure to deliver thrills as a slew of skateboarders tackle one of the feature rails on the course. There will also be a new segment, the Mini-Pro Halftime Show, where young athletes under the age of 13 will perform tricks on a rail specifically designed for them. "It's a way for us to encourage the next generation of riders, which is also one of the event's main objectives", added Patryck Bernier.

The Ride Shakedown presented by Videotron Mobile isn't just a competition; it is the main gathering for all action sports fans. Also on the agenda is the partner village, which contains a wide range of action sports representatives, entertainment, DJs, and an autograph session with professional athletes.

Olympians Parrot and Toutant are the riders to watch

Among the invited riders are athletes who have recently made their Olympic debut in Sochi this past February. Such is the case for Quebec natives **Maxence Parrot** (Bromont), Ride Shakedown third place in 2011 and recent X-Games champion for both slopestyle and big air, and **Sébastien Toutant** (L'Assomption, Ride Snowboard Pro team rider), four-time Ride Shakedown winner, who represented Canada in slopestyle at the Sochi 2014 Winter Olympics.



These hometown boys will be competing against many international athletes vying to be named Ride Shakedown champion, such as USA rider **Kyle Mack** (16 years old), in 9th place of the overall World Snowboard Tour ranking. Also competing for the title are two international Ride Shakedown veterans, namely Norwegian rider **Kim-Rune Hansen**, currently sitting in 5th place in Big Air on the World Snowboard Tour, and American rider **Zach Hale**. The full list of invited professional athletes will be available [online](#).

Brendan O'Dowd feels that the addition of slopestyle as an Olympic discipline will have a significant impact on snowboarding's popularity worldwide. "The Olympic Games was a forum that showcased not only the sport but also its athletes, who were able to make themselves known internationally by an audience who, at the time, didn't have a clue as to who they were".

"The funny thing is that slopestyle isn't a new discipline and many of these same athletes have been competing at the Ride Shakedown for years", reminds O'Dowd. "That's the reason we've been around for 13 years now, and why so many people travel to be at this event. All the better if a new audience joins us this year!"

Access to the competition venue is free. Tickets for a seat in the stands surrounding the course are on sale now at rideshakedown.com.

Schedule - Ride Shakedown presented by Videotron Mobile

Friday April 4th, 2014

09:00 – 10:30 Practice session for amateur athletes
10:30 – 12:00 Practice session for invited professional athletes
12:00 Ride Shakedown village opens
13:00 – 15:00 Amateur qualification
15:15 – 15:45 Qualifying riders announced
15:45 – 16:45 Coors Light Rail Jam Qualification
18:15 – 19:45 Coors Light Rail Jam Semi-final
20:00 – 20:30 Coors Light Rail Jam Final
20:45 – 21:00 Awards ceremony

Saturday April 5th, 2014

10:00 Ride Shakedown village opens
10:00 – 12:00 Practice session for invited professional athletes
13:00 – 14:00 Snowboard Canada autograph session with professional athletes
14:45 – 16:45 Ride Shakedown presented by Videotron semi-final
17:00 – 17:30 Mini-pro halftime show (13 years and under)
17:45 – 18:30 Skateboard halftime show (pros on the rail feature)
19:30 – 21:00 Ride Shakedown presented by Videotron Mobile Final
21:30 – 22:00 Awards ceremony
22:00 Ride Shakedown Coors Light Afterparty (18 years and up)

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

The 2014 Ride Shakedown presented by Videotron Mobile at Mont Saint-Sauveur 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.

Follow us on your social networks:

Twitter: www.twitter.com/RideShakedown

Facebook: www.facebook.com/RIDESKDW

Website: www.rideshakedown.com

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

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

HashTag: #Rideshakedown

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

– 30 –

MEDIA ACCREDITATION: Any media representative wishing to attend the event should complete the accreditation form online at <http://canada.shakedown.ca/en/mediaAccreditation.html>

Material: Photos and videos available in the media and Video section of the website or upon request.

Video: <http://www.youtube.com/watch?v=Ndgwe50VUOA>

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

For more information: Josiane Bétit, PR & Communication Director
514-831-0276, betit@dizzleinc.com