



FOR IMMEDIATE RELEASE

Boarder Crossing: Ride Shakedown Locks in Schedule and Pro Athletes for Major Snowboarding Event's U.S. Debut

***More than 40 top pros and 80 ams to compete in two event segments:
A unique Big Air-to-Rail Format and Rail Jam at the Summit-at-Snoqualmie, March 12-13***

SEATTLE (Feb. 22, 2010) – Snowboarding is riding a global high this season with the introduction of awe-inducing tricks in the park and half pipe and extensive media coverage. The action continues with the RIDE Shakedown, annually Canada's largest and most popular snowboard event, that will debut in the U.S. at Washington State's Summit-at-Snoqualmie (Summit West), March 12-13. FUEL.tv will air a live webcast of the event on March 13 beginning at 2 p.m.

Now in its ninth season in Canada, the jam-style event which has drawn upwards of 20,000 spectators, is recognized for its spectacular urban rail features and 50-foot jump that is only unveiled to the athletes the day of the competition. The RIDE Shakedown is the only major snowboarding event that features a big air jump followed by a rail set up, in addition to the popular "Jam Format" competition.

Top pros, including Seattle's-own Austin Hironaka, Darrell Mathes, teen phenom and two-time Shakedown champion Seb Toutant, Hana Beaman, who won Shakedown's first women's edition last year, and Leanne Pelosi, will showcase their abilities in the event's signature thrill-a-minute format. With \$35,000 in cash prizes for the top performers, the U.S. stop looks to continue the trend while putting a unique Northwest spin to it.

Spectator events begin at 10 a.m., March 12, with amateur qualifications, followed by Rail Jam qualifications at 4 p.m. and the Rail Jam main event at 6:30 p.m. Festivities begin at noon on March 13 with the Snowboarder Magazine pro athlete autograph session, semi finals in the afternoon, and a pro skateboard half-time show, then end with the Big Air finals from 8-9:30 p.m. The RIDE Shakedown after party, presented by SKDW MFG, will be held at Hard Rock Cafe in Seattle both nights with doors opening at 9 p.m. (21 and over).

RIDE Shakedown Schedule:

(free admission)

March 12, 2010

- 10 a.m.-3:30 p.m. Amateur qualification
- 4 p.m.-6 p.m. Rail Jam qualifications
- 6:30 p.m.-8:30 p.m. Rail Jam
- 9 p.m. SKDW MFG presents the RIDE Shakedown after party
Hard Rock, Seattle, \$10 in advance, \$15 at the door (21-and-over)



March 13, 2010

Noon-1 p.m.	Snowboarder Magazine autograph session with the pros
2 p.m. to 5:30 p.m.	RIDE Shakedown semi-finals
6 p.m. to 6:45 p.m.	Halftime show (pro skateboard session on the snowboard rail set up)
7:30 p.m. to 8 p.m.	Warm up for RIDE Shakedown finals
8 p.m. to 9:30 p.m.	RIDE Shakedown finals and awards
9 p.m.	SKDW MFG presents the RIDE Shakedown afterparty Hard Rock, Seattle, \$10 in advance, \$15 at the door (21-and-over)

RIDE Shakedown is the creation of Canadian's Brendan O'Dowd and Patryck Bernier who nine years ago set out to create a snowboarding event that would be more fun for both athletes and spectators. Annually, the festival's unique format and terrain park features take the world's top snowboarders to the brink of their abilities, which makes it extra entertaining for the audience, according to O'Dowd.

"The event is a spectacle," he said. "It's fun for everyone whether or not you're a core snowboarder or just want to experience the culture. We involve spectators throughout the event. Everything is close-in and the pros are accessible to anyone who comes up to the Summit at Snoqualmie."

Calling all amateurs

On Friday, March 12, riders will compete during the amateur qualifications. The first 80 ams to register will have the opportunity to show off their skills and earn one spot among three amateurs who will go head-to-head with the pros during the semi-finals on Saturday, March 13. For the Rail Jam, 40 men and 20 women will have the chance to carve out a place for themselves among the pros. The registration form is available on the Shakedown Website at www.rideshakedown.com. Space is limited. First come, first served!

Our partners

The US RIDE Shakedown was made possible thanks to the support of RIDE Snowboards, Summit at Snoqualmie, Bud Light, Muscle Milk, Rockstar as well as IFound, Oakley, Shakedown MFG, Camp of Champions, Snowboarder, Snowboard Canada, Snocon, Evo, US Outdoor, Fuel TV, The End 107,7 and Adam.

For a complete schedule and roster of athletes, www.rideshakedown.com.

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. For the latest on the 2009/10 Collection, visit www.RideSnowboards.com.

DIZZLE Entertainment, architects of the RIDE Shakedown

The two founders and partners of DIZZLE Entertainment, Brendan O'Dowd and Patryck Bernier, 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. For additional information, go to: www.dizzleinc.com and www.rideshakedown.com

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PRESS ACCREDITATION: Media representatives wishing to attend the event must completed accreditation form online

http://snoqualmie.shakedown.ca/en/form/accreditation_media_shakedown.html

They are also invited to contact Hayter Communications in Seattle at 360-602-0004 or Ms. Betit at 514-831-0276 for interviews, information and additional material.

Material: Photos and videos available on the Website (Press room section) at www.rideshakedown.com or upon request.

Source: DIZZLE Productions Inc., www.rideshakedown.com

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