

## Red Bull Crashed Ice heads to Edmonton in 2015

### *Event celebrates Edmonton's passion for winter*

Red Bull Crashed Ice will make its debut in Western Canada when the Ice Cross Downhill World Championship crashes and glides its way into Edmonton in 2015. The date for the event will be announced as part of Red Bull's release of their 2015 race schedule later this fall.

"Edmonton is one of Canada's truly great winter cities. This is a wonderful opportunity to share our passion for winter with the world," says Councillor Amarjeet Sohi. "Red Bull Crashed Ice celebrates our city's love of winter sports and our commitment to bringing world-class events to our city."

Red Bull Crashed Ice is a unique blend of hockey, power skating and boarder cross which brings together the toughest and fastest skaters in the world on a frozen track in an incredible atmosphere.

"Sport tourism events like Red Bull Crashed Ice World Tour grow Alberta's economy and attract visitors from across Canada and around the world to our province," says Tourism, Parks and Recreation Minister Richard Starke. "The Government of Alberta is pleased to support this event."

Edmonton secured the Red Bull event thanks to a collaborative effort from the following partners: the City of Edmonton, Government of Alberta, Edmonton Tourism and Edmonton Destination Hotels. The City of Edmonton is contributing \$400,000 to total cost of the event. The Government of Alberta is providing \$300,000. Edmonton Destination Hotels is contributing \$200,000 and Travel Alberta is contributing \$100,000.

Quebec City has hosted the Red Bull Crashed Ice season finale for almost a decade attracting more than 100,000 fans in 2013 alone, with more via televised broadcast. Other international cities that have previously hosted the event include Lausanne, Helsinki, Prague, and Moscow.

For more information, please visit:

[redbullcontentpool.com](http://redbullcontentpool.com)

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