

Edmonton on the short list to host extreme summer sports competition

Hot on the heels of the success of Red Bull Crashed Ice, the winter extreme sporting competition, Edmonton Events is bidding to bring the International Festival of Extreme Sports (FISE) World Series to Alberta's capital city. Edmonton is the only Canadian city on the short list of five potential host cities for the 2016-2018 World Series. A decision on successful host cities is expected before the end of the year.



"Building on our outstanding success with the Red Bull event, the extreme winter sport event we hosted earlier this year, we want to reignite the excitement it sparked in the community and bring a summer extreme sporting competition to Edmonton," says Candice Stasynec, Executive Director for Edmonton Events. "This is an exciting opportunity for us to bring a new international event to our summer line-up that will capture the imaginations of Edmontonians and we are pleased to be on the short list as organizers look to expand into new cities."

The competition will include at least four of the following sports:

- BMX & Roller Park – wooden/steep ramped structure allowing for aerial tricks
- Skateboard Park – created platform that emulates a street environment
- Spine Ramp – two half-pipes built back-to-back for aerial tricks for BMX, roller, and skate
- MTB Slopestyle – a course that simulates mountain riding featuring dirt jumps and wood obstacles
- Roller Slopestyle – aerial tricks and jumps
- Wakeboard – combination of water skiing, snowboarding and surfing featuring cable systems and ramps
- BMX Flat – freestyle BMX performed on a smooth, flat surface

Edmonton's proposal is for a three-day event with an expected 210,000 spectators. The estimated visitor spend is between \$5 and \$6 million with an anticipated total economic activity of \$12 million. "Extreme sports are becoming increasingly popular, especially with younger adults, so this is a chance for us to showcase Edmonton as a dynamic and interesting city committed to bringing events to our community that help us attract and retain our young people," Stasynec says.

The International Festival of Extreme Sports World Series was first held in 2014 in four cities: Montpellier, France; Andorra; Chengdu, China; and Langkawi, Malaysia. The largest event was in Montpellier this year which attracted 550,000 spectators and 1,800 competitors.

Edmonton Events is a partnership between the City of Edmonton and Edmonton Tourism established to attract provincial, national and international events to the city.

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