



PRESS RELEASE
For immediate release

Tony Hawk and Pierre-Luc Gagnon in Montréal for the JACKALOPE action sports festival!

Montréal, May 30, 2017 – This coming August 19, the [JACKALOPE action sports festival](#) will bring together none other than [Tony Hawk](#), one of the best skateboarders of all time, and [Pierre-Luc Gagnon](#) (PLG), one of the most celebrated Québec athletes of all disciplines. *Tony Hawk and Friends* featuring PLG, with Evan Doherty, Lizzie Armanto, Kevin Staab and Elliot Sloan, promises a one-of-kind performance on the vertical ramp at the Esplanade Financière Sun Life in the Olympic Park for devoted fans and adrenaline junkies. The event is produced by [Tribu Expérientiel](#) and is made possible thanks to Videotron and Samsung.

“Anyone who knows anything about skateboarding knows Tony Hawk, the athlete, businessman, community-centred individual, actor and announcer. No matter what your age or interest in the sport, we all know a little bit of the story behind the legendary Tony Hawk. And any self-respecting Québécois skateboarder is totally in awe of the prowess and amazing career of PLG,” said **Micah Desforges, president of Tribu Expérientiel and producer of Jackalope.**

“I’m excited to join the Jackalope festival and perform for the fans there. It’s been too long since my last visit to Montréal, and I can’t wait to ride with our stellar line-up of skaters,” said Tony Hawk.

“I’m extremely happy to come back to Montréal to skate a vert event and perform in my hometown! See u guys in August!” said PLG.

“JACKALOPE is the only Canadian stop on the World Cup Skateboarding circuit. But this year, we’re cranking it up a notch by welcoming Tony Hawk, one of the most popular athletes on the planet and pioneer of the vertical ramp, as well as PLG, one of the world’s top vertical ramp skateboarders, who has won 21 XGames medals over the course of his career. As the event promoter, I am super stoked to produce a show like this, as is the little boy inside me who always dreamed of meeting these amazing athletes,” adds **Micah Desforges.**

“Videotron is proud to support the JACKALOPE festival for the very first time! It’s a ground-breaking and innovative event that never ceases to surprise us and its popularity is on the rise. Fans of entertainment and action sports, Videotron will be on the site to meet you and offer you a unique virtual experience thanks to its technology,” said **Julie Brault, Vice-President, Branding & Omnichannel Digital Strategy at Videotron.**

ABOUT THE 6TH EDITION OF JACKALOPE

This coming August 18 to 20, at the Esplanade Financière Sun Life in Montréal’s Olympic Park.

Watch the 2016 video [here](#)

JACKALOPE is the largest action sports event in Canada and brings together many lesser-known urban sports, including skateboard, base jump, fixed gear, slackline and more. One of the objectives of Tribu Expérientiel, its promoter, is to make action sports more accessible to the young and the young at heart!

BASE JUMP. In 2016, JACKALOPE made history by hosting the very first base jump from the top of the Olympic Tower, the tallest inclined tower in the world. On the heels of this epic success, the production team is amping it up by taking the concept even further...

CLIMBING. In cities, climbing continues to attract a bigger and bigger fan base. JACKALOPE is *the* event if you want to see how the pros do it and try it out yourself.

FIXED GEAR. You say Montréal, we say fixie! And JACKALOPE is primed to make this little beauty a star! Professionals and amateurs will be flocking to competitions at the Olympic Park and going for the gold.

LIFESTYLE & ENTERTAINMENT. Installations custom-made to deliver summer fun, DJs heating up the ambiance, not to mention food trucks, pop-up shops, after parties and more. In between competitions, the public is invited to come and try skateboarding, slacklining and freestyle motocross demonstrations. And why not kick it up with a water gun fight (it's going to be hot!) or get your zen on with an outdoor yoga session in the midst of this great big JACKALOPE playground?

For this festive gathering, the organization is offering an exclusive \$15 Weekend Package until June 15. Go to the [box office](#) (free for kids 10 and under).

JACKALOPE, presented by [Lait au chocolat](#) and [Videotron](#) is an initiative of [Tribu Expérientiel](#) and the [Association des sports d'action](#), in collaboration with Pabst Blue Ribbon and [Four Loko](#), with the participation of MEC and Captain Morgan. JACKALOPE receives invaluable support from the [Esplanade Financière Sun Life at the Olympic Park](#), the [ministère de l'Éducation et de l'Enseignement supérieur](#) and the [Ville de Montréal](#). The event is also made possible thanks to the participation of [SPIN Skatepark/Skateshop](#), [Air Canada](#), [Allez Up](#) et [World Cup Skateboarding](#). Its media partners are [SBS Skateboard Magazine](#), [24 Heures](#), Rouge Média and [94.3 Énergie Montréal](#).

Follow JACKALOPE on [Facebook @JACKALOPE](#), as well as [Twitter](#) and [Instagram](#) @jackalopefest #JACKALOPEFEST and #jumpoffmtl

ABOUT TRIBU EXPÉRIENTIEL

Tribu Expérientiel creates sports experiences that become urban legends as well as the lifestyles that go with them. It has already produced sports-entertainment shows that have welcomed more than 100,000 spectators and athletes every year, showcasing 15 or so disciplines in the heart of the city. The company also develops original broadcast content that has been viewed in approximately 100 countries. [Tribu Expérientiel provides a unique adrenaline rush!](#)

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