

## **Skateboarding with Tony Hawk, BASE jumping, climbing, fixed gear and much much more at JACKALOPE!**

Montréal, August. Monday 14, 2017 – August 18 to 20, athletes from all over the world as well as thousands of festival-goers will fill the Esplanade Sun Life at the Olympic Park for the 6<sup>th</sup> edition of the [JACKALOPE action sports festival](#), presented by [Le lait au chocolat](#) and [Vidéotron](#). JACKALOPE is the biggest festival of its kind in Canada and brings together a number of urban disciplines that are, perhaps, not as well known to the general public, such as: skateboarding, BASE jumping, freestyle motocross, climbing, fixed gear, slackline, and highline. In fact, this is one of the objectives of the festival: to demystify action sports for young people – as well as for the older people among us who intend to stay forever young! And remember, [Tony Hawk](#), in collaboration with Québec star [Pierre-Luc-Gagnon \(PLG\)](#) and American skateboarders, [Evan Doherty](#), [Lizzie Armanto](#), [Kevin Staab](#), and [Elliott Sloan](#) will be performing a vertical ramp performance that has, quite simply, never been seen before! Furthermore, JACKALOPE is all about sports to be sure – but it's also a lifestyle: a [pop up shop](#) featuring local street wear brands will be open, and festival-goers will be able to enjoy yoga, an obstacle course, a water gun war, [food trucks](#), after parties, and all kinds of fun. Everything will be set up for excitement! See a video [HERE](#).

**MEDIA ACCREDITATION** [HERE](#)

**TICKETS** [HERE](#) The event is free for kids 10 and younger.

**ATHLETES.** Montréal will be welcoming representatives from many different countries: Argentina, Canada, Czech Republic, France, Morocco, the Netherlands, Russia, Slovakia, Slovenia, Switzerland and the U.S. Athletes can also register for different competitions [here](#).

**SKATEBOARD.** Skateboarding is the real star of JACKALOPE 2017! In addition to the appearances by [Hawk and PLG](#), this year, the festival is prepared to welcome the only stop of the World Cup on Canadian soil. Since the discipline was selected for the 2020 Olympic Games in Tokyo, JACKALOPE is the opportunity to see our Québec athletes – potential medallists – perform for the crowds!

**BASE JUMP.** In 2016, JACKALOPE made history by presenting the very first BASE jump from the top of the Olympic Stadium tower, the tallest inclined tower in the world. After that monster success, the production team have decided that this year, the public will relive that suspense three times over the weekend, instead of just once.

**CLIMBING.** Climbing in an urban environment is becoming more and more popular. JACKALOPE is the ideal venue to see professionals at work and learn about the discipline – one that has also been selected for the 2020 Olympic Games. Details [here](#)

**FIXED GEAR.** Bikes rule in Montréal! So JACKALOPE had to set a stage for this special kind of royalty. In a crit-style set up, professionals and amateurs will crisscross the Olympic Park to victory! Details [here](#)

**LIFESTYLE & ENTERTAINMENT.** Everyone will be able to get a blast out of the end of summer – and the most out of facilities designed to make it so. Ramping up the atmosphere is a D.J., [food trucks](#), the [pop up shop](#), after parties, and more. Between competitions, the public is invited to try skateboarding, slackline and an obstacle course, as well as watch freestyle motocross demonstrations. And while everyone is at it, why not combine practicality and fun and indulge in a major water gun battle (to cool off) or a session of yoga in the open air (to find your zen attitude)? It's all possible – at JACKALOPE.

JACKALOPE, presented by [Lait au chocolat](#) and [Vidéotron](#), is an initiative of [Tribu Expérientiel](#) and [Action Sports Association](#), in collaboration with [Pabst Blue Ribbon et Four Loko](#), with the participation of [MEC](#), [Captain Morgan](#)

and [Empire](#). JACKALOPE receives invaluable support from [L'Esplanade Financière Sun Life at the Olympic Park](#), from the [ministère de l'Éducation et de l'Enseignement supérieur](#) and from the [City of Montréal](#). The event is also made possible thanks to our partner/suppliers: [SPIN Skatepark/Skateshop](#), [Air Canada](#), [Discount](#), [Karibu](#), [Allez Up](#), [World Cup Skateboarding](#) and [Skatelite](#). Media partners are: [SBC Skateboard Magazine](#), [24 Heures](#), [Rouge Média](#) and [94.3 Énergie Montréal](#).

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

#### **ABOUT TRIBU EXPÉRIENTIEL**

[Tribu Expérientiel](#), the promoter of JACKALOPE, is a creator of sports and urban experiences... as well as a promoter of the lifestyle that goes along with them. TE is behind so many sports-entertainment products that bring together more than 100,000 spectators and athletes each year and showcase some fifteen disciplines – right in the heart of downtown. The company also develops original television content in over 100 countries. [Sports or entertainment, Tribu Expérientiel provides an adrenaline rush!](#)

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**MEDIA KIT** [HERE](#)

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