

Not one but two sports legends at JACKALOPE 2018: **TONY HAWK AND MAT HOFFMAN SHARE THE RAMP!**

Montréal, Tuesday, June 12, 2018 – Tony Hawk wowed the crowds when he performed at the [JACKALOPE action sports festival](#) last year. He had such a good time in Montréal that he's back to conquer the vertical ramp at the Esplanade Financière Sun Life in the Olympic Park this coming August 18. And because one living legend wasn't enough for the event organizers, who are committed to offering fans an even more mind-blowing program than ever, JACKALOPE will also have the pleasure of welcoming none other than Mat Hoffman (August 17), one of the best BMX athletes in history. The event is produced by Tribu Expérientiel and made possible thanks to the support of Vidéotron and Samsung. Let's take another look at the 2017 edition, which drew 22,500 adrenaline junkies >>>

"I'm excited to return to JACKALOPE for the 7th edition of their iconic action sports festival. This year will be better than ever thanks to the legendary Mat Hoffman joining us on the ramp. See you there!" said **Tony Hawk**

"It's a pleasure to be back in Montreal and ride with great friends! Looking forward to being a part of the festival and witnessing all the rad that goes down!" said **Mat Hoffman**

"Some 10,000 thrill seekers attended Tony Hawk's demo last year. So, we figured they would jump at the opportunity to see two sports legends!" said **Micah Desforges, JACKALOPE producer and Tribu Expérientiel president**. "Skateboarding and BMX buffs as well as sports fans in general will be stoked at the chance to catch Tony Hawk and Mat Hoffman together on the same weekend."

"Vidéotron is proud to support a second edition of the JACKALOPE festival. Not only does this edgy and innovative event bring people together, but it continues to thrill its growing fan base each year. Vidéotron adds to the JACKALOPE experience by offering a unique presence on site and an array of surprises as well as featuring extreme stunts with Tony Hawk and Mat Hoffman. It also gives festivalgoers the chance to participate in a major contest for the ultimate VIP treatment they won't want to miss!" said **Evelyne Morrissette, Senior Director, Strategic Alliances at Vidéotron**.

ABOUT THE 7TH EDITION OF JACKALOPE

This coming August 17 to 19 at the Esplanade Financière Sun Life in Montréal's Olympic Park.

JACKALOPE is the largest action sports event in Canada and brings together many lesser-known urban sports, including skateboarding, BMX riding, base jumping, climbing, fixed gear riding, slacklining and more. One of the objectives of Tribu Expérientiel, its promoter, is to make action sports more accessible to both the young and the young at heart!

SKATEBOARDING. Skateboarding will be headlining JACKALOPE! In addition to welcoming Tony Hawk and his crew, the festival is the only stage of the World Cup in Canada. With the sport selected for the 2020 Tokyo Olympics, JACKALOPE offers people the chance to watch our male and female Canadian athletes perform. And they might just clinch a spot on the national team...

BOULDERING. In urban settings, bouldering's popularity is on the rise. JACKALOPE is *the* event if you want to see how the pros do it and try it out yourself. It has also been selected for the Tokyo Olympic Games in 2020.

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

BASE JUMPING. 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. To give the public a totally immersive experience, people can watch images taken by a drone on giant screens as it happens live. Base jumps will be featured every evening of the festival, unless the wind picks up.

LIFESTYLE & ENTERTAINMENT. Installations custom-made for summer fun, DJs cranking up the heat, to mention food trucks, pop-up shops, after parties and more. In between competitions, the public is invited to come and try skateboarding and slacklining. And why not kick it up (and cool off) with a water gun fight or bliss out with an outdoor yoga session amidst this great big JACKALOPE playground?

To purchase tickets for this major sports happening, go to our [box office](#) (free for kids 10 and under).

JACKALOPE is a Tribu Expérientiel initiative, presented by Vidéotron, in collaboration with Samsung and in association with Nomad Bloc, Allez Up and Discount Québec. It counts on the partnerships of Pabst Blue Ribbon and the participation of Empire, Captain Morgan, Smirnoff Encore, SBC Skateboard and Publicité Sauvage. Jackalope receives invaluable support from the Olympic Park's Esplanade Financière Sun Life, Tourisme Montréal, the Ville de Montréal, Tourisme Québec and World Cup Skateboarding.

Follow JACKALOPE on Facebook, [Twitter](#) and [Instagram](#) #JACKALOPEFEST #jumpoffmtl

ABOUT TRIBU EXPÉRIENTIEL

Tribu Expérientiel creates sports experiences that become urban legends and 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 = Adrenaline + Entertainment**

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CONTACT

Véronique Lavoie
Public Relations Specialist
514-554-2161
info@veroniquelavoie.com