



PRESS RELEASE
For immediate diffusion

Mont Saint-Sauveur will be host to 40 of the best professional snowboarders in the world during the 2010 edition of the RIDE SHAKEDOWN

Saint-Sauveur, Monday March 22nd, 2010 – Mont Saint-Sauveur is proud to announce the return of the most important snowboard event in Canada, on the weekend of April 2nd and 3rd, 2010. The RIDE Shakedown, presented by Dizzle Inc Productions will be presented in the Laurentians for a 9th edition where a purse of a total of \$35 000 will be awarded. This must see event sought after by boarding enthusiasts will bring together athletes from all over the world.

Talent, talent and more talent

Among the participants will be 40 of the best professional riders in the world. Among them, we look forward to the presence of Sébastien Toutant, a young prodigy from l'Assomption who will attempt to defend his title. As well, 80 amateur athletes are expected on April 2nd for the Oakley amateur qualifications and the Coors Light Rail Jam qualifications.

Extraordinary measures

With less than 2 weeks before this large gathering, site preparations, mobilization of resources and the fine tuning of event logistics are already underway. Staff will be at its maximum to provide all the services the mountain offers and to ensure the smooth running of the event. Note that the organizers expect 15 000 visitors, over the course of two days, during this great gathering which is the largest event held at Mont Saint-Sauveur.

“We intend to put everything in motion to offer the best possible experience for the participants and the spectators. Nothing will be spared to achieve the highest standards of competition. We are extremely proud to once again be the hosts to the RIDE Shakedown and we intend to honour the event’s reputation.”, said the Director of Customer Experience of Mont Saint-Sauveur and Mont Avila, Christian Dufour.

Here is the schedule:

Friday April 2nd, 2010

8 a.m. – 9:30 a.m. Registration for Oakley Amateur qualifications (men)/ Coors Light Rail Jam (men and women)

10 a.m. – 12 p.m.: Oakley Amateur qualifications – Group A

1 p.m. – 3 p.m.: Oakley Amateur qualifications Group – B

3:30 p.m.: Announcement of athletes who have qualified

4 p.m. – 6 p.m.: Coors Light Rail Jam Qualifications (men and women)

6:30 p.m. – 8:30 p.m.: Coors Light Rail Jam

8:30 p.m.: Awards

9 p.m.: Coors Light RIDE Shakedown “After Party” at Bourbon Street Club in Sainte-Adèle

Saturday April 3rd, 2010

12 p.m. – 1 p.m.: Autograph session with the professional athletes of Snowboard Canada
2 p.m. – 5 p.m.: RIDE Shakedown semi- finals
6 p.m. – 6:45 p.m.: Half time show - Push.ca (pro skateboarding on the snowboard ramp modules)
7:30 p.m. – 8 p.m.: Final RIDE Shakedown warm-up
8 p.m. – 9 p.m.: Shakedown finals
9:30 p.m.: Awards
9 p.m.: Coors Light RIDE Shakedown “After Party” at Bourbon Street Club in Sainte-Adèle

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For more general information regarding RIDE Shakedown or to obtain media accreditation, please visit www.rideshakedown.com (“salle de presse” section) or contact Josiane Bétit, Press Relations, 514-831-0276, josiane@shakedown.ca

MSSI Source:

Julie Labelle

Marketing Coordinator- **Mont Saint-Sauveur International (MSSI)**

Tel. : 450 227.4671 extension : 3345

jlabelle@mssi.ca