



PRESS RELEASE

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Munich Action Sports Heroes, 1-3 July 2016, Munich Olympic Park

Two new contests at MASH 2016:

SLS Nike SB World Tour and WAKEBOARD BIG AIR

The next level is here! In 2016 MASH will present two new contests at the Olympic Park. As well as SWATCH PRIME LINE, a Diamond Series event of the FMB World Tour, visitors from 1 to 3 July can look forward to the first tour stop of the STREET LEAGUE SKATEBOARDING (SLS) Nike SB World Tour 2016 uniting the world's best in this discipline and a brand new Wakeboard Big Air contest on the Olympic Lake.

"Each year we try to develop and improve the concept of this event organised by the Olympic Park. For 2016 we have most certainly been able to do that with the addition of the Street League Skateboarding tour stop and a new wakeboard event," explains Olympic Park Managing Director Arno Hartung. "We are truly proud that we have been able to bring the SLS to the Olympic Park for the third edition of MASH. The SLS is a hugely prestigious tour and means that all eyes will be on us in July 2016," says Frank Seipp, head of the organising committee, adding: "We are also delighted to add the WAKEBOARD BIG AIR as a brand new attraction to the MASH programme. This will give us the chance to present a different side of action sports to our visitors."

After its successful debut in 2014, MASH saw a significant increase in the number of visitors to its second edition a year later: 67,000 fans flocked to the Olympic Park during three days of top-level action sport and relaxation at the MASH FEST. One of the main highlights in 2015 was SWATCH PRIME LINE, a FMB Diamond Series Event that drew tens of thousands of fans. The BMX STREET RINK and SKATEBOARD STREET RINK brought together the world's best in their respective disciplines while star act CASPER mit DJ rocked the Red Bull Tour Bus. In 2016 MASH aims to follow on from this success.

MUNICH MASH

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SWATCH PRIME LINE – MOUNTAINBIKE SLOPESTYLE

SWATCH PRIME LINE promises top-level mountainbike slopestyle action and plenty of thrills and spills. “I am so happy. It is a great feeling. The fans in Germany are amazing. Right now there is nothing more I could wish for,” said Brett Rheeder (CAN) immediately after winning the event in 2015. The third edition of SWATCH PRIME LINE at the Olympic Park will once again see the best athletes on the FMB World Tour 2016 descend on Munich to compete on a challenging course created using tonnes of dirt. As in previous years, things are set to get “high and crazy” as each athlete attempts to find the smoothest and most spectacular line through the course starting on the edge of the Olympic Stadium and winding its way down towards the Olympic Lake. In 2016 SWATCH PRIME LINE will once again be a Diamond Series event on the prestigious FMB World Tour.

STREET LEAGUE SKATEBOARDING

MASH welcomes skateboarding’s most prestigious professional competitive series, Street League Skateboarding (SLS), for the first stop of the 2016 SLS Nike SB World Tour. SLS features 29 of the world’s best street skateboarders competing in an easy-to-follow, ISX™ instant scoring format on one-of-a-kind concrete skate plazas. SLS was last in Munich in 2013, where professional skateboarder, Chris Cole took his first-ever SLS win in front of a sold-out crowd at Olympic Park. “I am very eager to head back to Munich,” says Cole, “The fans showed so much support and it really fired me up [in 2013].” Don’t miss your chance to see pros like Chris Cole, Luan Oliveira, Nyjah Huston, and Paul Rodriguez compete in the Olympic Ice Stadium for the biggest prize purse in skateboarding. SLS at MASH will air live on an international webcast on StreetLeague.com with a live telecast on FS1 and FOX Sports GO in the United States.

WAKEBOARD BIG AIR

Following the spectacular visit of the Red Bull X Fighters in 2014, the WAKEBOARD BIG AIR at MASH 2016 will once again see the Olympic Lake provide a fitting backdrop for eye-catching action as the international wakeboard elite comes to town for a big air competition uniting 16 of the world’s best wakeboarders, including local heroes Dominik Gührs (Munich) and Nico von Lerchenfeld as well as top international riders such as Brenton Priestley (AUS) and Daniel Grant (UK/TH). They and many more athletes will attempt to defy gravity on the big air set-up designed by UNIT Parktech and already successfully used at the Red Bull Rising High event. The course uses the natural difference in elevation between the upper section and the lower section of the Olympic Lake in order to give the competitors even more speed and catapult them higher and further. Thanks to these two levels and the massive kicker there will be a vertical difference of almost three metres between the lower section of the lake and the take-off lip, catapulting athletes 15 metres through the air to the landing ramp. All in all, riders will be able to sail up to 8m high and 25m long – perfect conditions for tricks never before seen at the Olympic Park.

MASH LIFESTYLE

The sporting contests are, of course, the main focus at MASH. Yet, at the same time, the event has much more to offer. Action sports have their own culture and way of life – and it is precisely this spirit which MASH will once again embody in 2016. “The last two years have shown that one of the main reasons for the success of MASH is the fact that it combines sport with a host of other interesting side events. That is why we put just as much effort into designing the MASH FEST and the CULTURAL VILLAGE as we do into putting together the top-class sports events,” explains Frank Seipp.

With their interactive zones, music, art, culture and information stands, the MASH FEST and the CULTURAL VILLAGE will once again serve as central meeting points where visitors can experience the action sports lifestyle. Highlights will include the chance to try out a range of action sports, learn about the latest trends, get creative yourself, relax in the chill-out area and – for the first time – rock out at one of the concerts scheduled for Friday and Saturday (1 and 2 July) featuring performances from both newcomer bands and established acts. Artistic director of the P.Obb-Stage is Matthias Fischer, while the MASH Media Partner Puls, a radio and TV station in Bavaria aimed at the region’s youth population, will be supporting the event.

MASH tickets: As was the case last year, access to the spectacular mountainbike slopestyle event SWATCH PRIME LINE on the Coubertin square is free of charge. The WAKEBOARD BIG AIR contest on the Olympic Lake as well as the MASH FEST and the CULTURAL VILLAGE will also be freely accessible. Tickets for the STREET LEAGUE SKATEBOARDING in the Olympic Ice Stadium will go on sale in early April 2016.

For more information check out the new MASH website at www.munich-mash.com or visit us at <https://www.facebook.com/munichmash>;

<https://www.youtube.com/user/munichmash>