



PRESSE RELEASE

6. April 2017

Munich Action Sports Heroes, 23-25 June 2017, Olympic Park, Munich

MASH keeps on moving!

MASH keeps on moving! With a new contest, even more challenging set-ups and, of course, the world's best action sports athletes, the fourth edition of MASH from 23 to 25 June 2017 in Munich Olympic Park is set to be the best ever. Highlights include the first stop of the STREET LEAGUE SKATEBOARDING NIKE SB WORLD TOUR, the WAKEBOARD RAIL & AIR contest and the brand new BMX SPINE RAMP event. Visitors will also have the chance to experience the action sports lifestyle in all its many forms at the MASH FEST, a central meeting point which will feature music, art, fashion, design and infotainment.

"MASH is an event which has always presented attractive new contests that reflect the diversity of action sports. That has been our idea from day one, and almost every year we have managed to host a new contest. In 2017 that will be the case once again. The new BMX SPINE RAMP bike contest will give us the chance to present a new facet of action sports," explains Marion Schöne, CEO of Munich Olympic Park. "When it comes to choosing events and athletes, we have always aimed to offer visitors top-class sporting action. That means not only bringing the world's best competitors to Munich but also building innovative and challenging courses. The SLS tour stop is a prime example: the international skateboard elite will once again be coming to Munich to do battle at MASH," adds Frank Seipp, head of the organising committee. "Our idea to keep developing MASH every year was the driving force behind expanding our wakeboard contest, which featured for the first time last year and was a huge hit, and behind bringing in a brand new event in the form of the BMX SPINE RAMP."

In 2016 MASH drew 85,000 visitors to Munich Olympic Park – almost twice the number of spectators who attended the first edition of MASH three years ago. One of the main factors behind this success has been without a doubt the world-class contests, but the MASH FEST has also proved a real hit. This interactive and colourful area is a central meeting point for fans and athletes alike, making MASH a true action sports festival unlike any other.

STREET LEAGUE SKATEBOARDING

MASH will once again host the world's elite street skateboarders as the 2017 SLS Nike SB World Tour returns to the Olympic Ice Stadium on 24 June 2017. Skateboarding legend and 2016 SLS Munich Winner, Paul Rodriguez, looks forward to returning: "I'm excited to head back to Munich – it's such a great city and the history of the park brings an added element to the event. Munich was great for me last year and looking forward to competing there again."

MUNICH MASH

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This year's tour features 30 of the best skaters in the world including the 2016 SLS World Champion, Shane O'Neill, along with fan favorites such as Evan Smith, Nyjah Huston, Ishod Wair and Chris Cole. "The amazing energy and support of last year's sold-out crowd was one of the highlights of 2016", says SLS President, Brian Atlas.

WAKEBOARD RAIL & AIR

"I am extremely happy. Today everything worked out just as I wanted it to. The atmosphere here at the Olympic Lake was really cool," explained a grinning Dominik Hernler (AUT) last year after winning the first WAKEBOARD BIG AIR at MASH. The premiere of this new wakeboard contest drew 16,500 spectators to the shores of the Olympic Lake as the world's best went head-to-head. This year things are set to get even crazier as the Big Air set-up will be extended to include rails and other obstacles to create a full-scale cable park. Fans can look forward to more breathtaking tricks, more airtime and more fun with the international wakeboard elite in Munich.

BMX SPINE RAMP

Spine Ramp is the evolution of the miniramp and probably the most dynamic discipline in Freestyle BMX right now. What better reason, then, to include it at MASH 2017? It is a mixture of quarter pipe, spine, elevation, extension, wall ride and sub box, making the up to 4m tall ramp a 250m² playground where for the first time twelve top stars from the BMX Freestyle scene will battle it out in front of a cheering crowd on Coubertin Square.

MASH FEST

With its interactive zones, music, art, culture and infotainment, the MASH FEST is the central meeting point at MASH combining sport and lifestyle. This year MASH is upping the ante once again with a new, even bigger set-up with more highlights, action and activities than ever before. The MASH FEST will host almost 100 stands giving visitors the chance to get creative, discover the latest trends and try out a huge range of sports. Foodtrucks are the place to head if you are hungry, while the chill-out area gives visitors the chance to take a little time out and relax.

CULTURAL VILLAGE

The CULTURAL VILLAGE is the perfect place to escape the action for a while and appreciate the finer things in life, including eye-catching art and beautifully crafted goods. The village is a kind of planned chaos with a relaxed atmosphere where visitors can get together and let themselves be inspired by a fusion of ideas.

MASH TICKETS: Like last year, admission to the WAKEBOARD RAIL & AIR event at the Olympic Lake will be free of charge. Admission to the BMX SPINE RAMP on the Coubertin Square will also be free of charge, as will access to the MASH FEST and CULTURAL VILLAGE. Tickets for the SLS Nike SB World Tour in the Olympic Ice Stadium are available at www.munich-mash.com or from München Ticket GmbH, www.muenchenticket.de; Tel. 089 / 54 81 81 81; Fax 089 / 54 81 81 54.

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