



## MEDIA INFORMATION

25 June 2017

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

#### **Three days of pure life – MASH thrills 77,000 fans in Munich’s Olympic Park**

Despite a brief period of wet weather on Sunday morning which led to the Wakeboard final being delayed by 1.5 hours, the fourth edition of Munich Action Sports Heroes (MASH) was a huge success. “I am really happy. On the first two days of the event we saw the Olympic Park the way I love it and doing what it was originally built for: a meeting place for top-level sport and people of all ages from Munich – a place where you can feel the buzz of life,” explained Marion Schöne, head of the Olympic Park.

Between 23 and 25 June a total of 77,000 visitors flocked to the Olympic Park to witness the premiere of the new MASH event BMX Spine Ramp on the Coubertin Square as well as the thrilling action at the Wakeboard Rail & Air contest on the Olympic Lake. In the sold-out Olympic Ice Stadium the world’s best skateboarders went head-to-head at the first stop of the SLS Nike SB World Tour. Further highlights included the MASH FEST with around 100 stands where visitors could experience the action sports lifestyle, learn about the latest trends, try out cool new sports, listen to music and experience the culture and buzz of the scene at first hand.

“MASH at the Olympic Park has without a doubt established itself in the action sports scene. We are already looking forward to presenting a great event once again in 2018,” commented Marion Schöne.

**More information** can be found on the MASH website at [www.munich-mash.com](http://www.munich-mash.com) and at <https://www.facebook.com/munichmash>; <https://twitter.com/munichmash>; <https://www.instagram.com/munichmash/> <https://www.youtube.com/user/munichmash>

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#### MUNICH MASH

OLYMPIAPARK MÜNCHEN  
OLYMPIASTADION  
SPIRIDON-LOUIS-RING 27  
80809 MÜNCHEN

T + 49 (0) 89 3067 2061  
F + 49 (0) 89 3067 2052  
INFO@MUNICH-MASH.COM

[MUNICH-MASH.COM](http://www.munich-mash.com)