

FOR IMMEDIATE RELEASE

Ellen Marion – ellen@completemarketingconcepts.com
(p) 706.974.8524 (f) 706.265.1477

Adrenaline Marketing Recruited by the Alliance of Action Sports

Chicago, IL, May 26, 2009 - Adrenaline Marketing is moving into the action sports arena with its newest client Alli, The Alliance of Action Sports. Alli is a global business that encompasses national and international action sports tours and events, multimedia production, and a consumer-facing lifestyle brand.

Alli has partnered with Adrenaline Marketing for strategic planning and activation initiatives for the Dew Tour, a series of action sports events featuring skateboarding, BMX, FMX, snowboarding and free-skiing in eight cities from June to February.

The popularity of action sports has grown exponentially over the last ten years, and action sports events like the Dew Tour pack traditional sports venues. According to America Sports Data (2007), in the U.S. alone there are 11.6 million skateboarders, 6.88 million snowboarders and 3 million BMX participants.

“With our expertise in working with the youth market, sports properties, product launches and event planning and management, we are a perfect fit for Alli,” says Diane Wentworth, Managing Partner of Adrenaline Marketing.

About the Alliance of Action Sports: Alli is owned by NBC Sports and MTV Networks and represents a network of athletes, fans, brands and properties. Its mission is to facilitate the momentous growth of action sports, through competition and lifestyle, for a new generation of fans and athletes. The Alli properties are home to more than 550,000 spectators each year and broadcasts more than 150 hours of original content in 100 countries and 280 million homes worldwide.

About the Dew Tour: The Dew Tour, the premier season-long series in action sports, consists of five major, multi-sport events, featuring skateboarding (park and vert), BMX (park, vert, and dirt), and FMX. Dew Tour is the most watched and attended action sports property in the world with over 250,000 spectators, 41 million total viewers and reaches over 100 countries worldwide. The events extend across the country, have a cumulative points system, and a \$3.5 million competitive purse. It crowns year-end champions including past Dew Cup winners Ryan Sheckler, Shaun White, Bucky Lasek, Jamie Bestwick, and Nate Adams.

About the Winter Dew Tour: The Winter Dew Tour launched in December of 2008. It consists of three major, multi-sport events spanning across the country, with a cumulative points system, and a \$1.5 million competitive purse. Each event features men and women’s snowboard (superpipe and slopestyle), and men’s freeskiing (superpipe and slopestyle). Top athletes like Shaun White, Hannah Teter, Travis Rice, Simon Dumont, and Danny Kass compete.

About Adrenaline Marketing: Based in Chicago and Atlanta, Adrenaline Marketing is an experiential marketing agency that delivers integrated marketing solutions to drive measurable results for global clients. Consumer engagement services include mobile marketing, brand activation, motorsports marketing, sponsorship sales, guerilla campaigns, and non-traditional media. For more information, visit www.AdrenalineMarketing.com or contact Diane Wentworth at 630.584.5567 or Kitty Kilgore at 678.595.4033.

###