

**Press Release  
For immediate release**

## **2016 Shakedown Snowboard Event Cancelled**

Montreal, February 2, 2016 – Dizzle Entertainment is announcing the cancellation of the 2016 Shakedown. Over the past 14 years, the international slopestyle snowboarding competition has attracted hundreds of participants and thousands of spectators.

“Some 85% of the funding for the Shakedown comes from sponsorships. The current economic environment makes it more challenging to secure sponsorships, not to mention that the late arrival of winter has also worked against us,” Brendan O’Dowd said by way of explaining part of the rationale behind this difficult decision. He also added that the event has always been presented without any financial backing from the federal, provincial or municipal governments.

Brendan O’Dowd and Patryck Bernier, co-owners of Dizzle Entertainment and founders and organizers of the Shakedown, would like to warmly thank the athletes, spectators, sponsors, employees and Mont Saint-Sauveur International, who, over the years, have helped make the Shakedown the largest event of its kind in Canada and contributed to its expansion in Europe and the United States.

Created in 2002 at a time when slopestyle was little known by the general public, the Shakedown rapidly gained a spot in the international lineup of events through its unique jam format, which offered athletes considerable latitude and provided spectators with a show that was both impressive and easy to understand. The event also made its mark with its original rail features that changed every year and its festive atmosphere that reflected the culture and lifestyle of action sports.

The competition, presented at Mont Saint-Sauveur, gave many young talented athletes a chance to blossom and, for the first time, go head to head with the best. Sébastien Toutant and Maxence Parrot, who now compete on the international scene, are two examples.

While the Shakedown will not be held in 2016, its organizers have not closed the door completely to its eventual return, if conditions permit.

“We are proud of the 14 Shakedown events we have hosted here in Canada, the two in the United States and the one in Europe. We don’t know what the future holds, but we would definitely like to keep the magic of this event alive. We will now take time to explore all our options and see how we can improve and renew the format, while maintaining the same quality standards,” Patryck Bernier explained.

### **Dizzle Entertainment**

Brendan O’Dowd and Patryck Bernier, founding partners of Dizzle Entertainment, have been offering event management and marketing services since 2004, later adding consulting services in sponsorship leveraging and client experience management among ski resorts. Dizzle Entertainment is credited with many achievements, including the Shakedown international snowboard competition, the North American Vans Hi-Standard tour, the branding of Mont Saint-Sauveur International snowparks and the design of Ski Bromont’s Nuits Blanches events and snowparks. Founded in 2005 by the same associates, Dizzle Media remains loyal to Dizzle Entertainment’s roots and enthusiastic participation in action sports by offering video production and post-production services. Among others, the company produces French versions of the Dew Tour competition series and the Red Bull Signature Series, both broadcast on TVA Sports. For more information: [www.dizzleinc.com](http://www.dizzleinc.com)

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