

BRAD MARTIN PIPESTYLE

RIPZONE PRESENTS THE BRAD MARTIN PIPESTYLE AT HORSESHOE RESORT

For Immediate release: Ripzone presents the First Annual Brad Martin Pipestyle, taking place at Horseshoe Resort, on Friday and Saturday, January 27th and 28th. The event is organized by 365 Sports in participation with Horseshoe Resort and the Association of Ontario Snowboarders (AOS).

Brad Martin is one of Canada's leading professional snowboarders. An X-Games competitor, with seven National Titles, two Olympic appearances and dozens of podiums on the pro tour over the past decade. He continues to compete on the pro tour and hopes to represent Canada again at the Olympics in Sochi, Russia in 2014.

Brad is recognized as one of the all-time best halfpipe riders in the world which is why he is the perfect ambassador of the launch of this new series of events.

The 'Brad Martin Pipestyle', a 3 Star TTR freestyle snowboard event is geared towards athletes 11 to 20+ years old with the goal of encouraging and testing the all around quality of a rider. The course will be a unique setup with a focus on transitions, rails, wall rides, jumps, step ups and step downs.

Athletes will compete for over \$10,000 in cash and prizing and the 'HOUSE OF MARLEY' "Jammin" trick. The event will consist of three categories both male and female; Grom, Junior, and Open.

Pre-registration is highly recommended as spots are limited and will fill up quickly. Online registration opens December 26th on PipeStyle.ca, cost to enter is \$40 the day of the event or \$35 in advance online.

The 'Brad Martin Pipestyle' is recognized as part of the LTAD and is an avenue towards Olympic and National qualifications.

Spectators are welcome to join in the fun, enjoy the product toss, visit the spectators village and listen to the tunes from the DJ. Don't miss out on the chance to hangout with Brad and his fellow Olympic team mates at the Motts Après Shred Party, being held at the Crazy Horse bar and lounge located in the lodge at 4pm on Saturday

"To have this unique style of event with different components will definitely be awesome, just like Brad Martin." Says Jesse Fulton of 365 Sports. "It will test all levels of athletes in many different areas. We included everything that brad rides and loves and the feedback and participation is great. even the signature 'Blue Jays' cap he always wears from New Era all the way down to the Caesar Party this event is definitely snowboarding and definitely Brad!"

Additional sponsors of the event this year include IS Design, Motts, Icarus Skate and Snow, House of Marley, Launch Energy Gum, SBC Media, PUSH.CA, MY Pakage, Powder Room, Dakine and New Era.

For more information on the event, including registration information, please visit <http://www.pipestyle.ca>



ABOUT 365 SPORTS:

365 Sports was founded in 2007 by Sean Rowe and now consists of three partners including retired pro Jesse Fulton and Perry Meeker. 365 Sports are pushing to expand action sports in North America. 365 Sports offers Event Activation, Distribution, Web and Marketing Services. They are on the up and up of becoming a big player in action sports. This past season 365 hosted a cross country Big Air Bag Tour with Camp of Champions to promote great progression, fun and hucking yourself into a 60 foot long pillow with little to no risk. 365 Sports is partnering with AOS, Canada Snowboard, TTR and the World Snowboard Federation to produce some of this year's most exciting events including the Brad Martin Pipestyle, North America's only stop of the World Rookie Tour, the Ontario Snowboard Championships and the "Snow Crown", Canadian Freestyle Snowboard Championships.



ABOUT RIPZONE:

Ripzone is a leading designer and producer of active lifestyle clothing, accessories and related products that are distributed to a worldwide consumer base of board riders and associated audiences. Ripzone has always maintained an active part of the snowboarding /skateboarding community and continues to be a contributing member to events, riders and movement.

