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## DEW TOUR ANNOUNCES PARTNERS FOR 2016 SUMMER SKATEBOARD COMPETITION WEEKEND

*Mountain Dew Continues as Presenting Partner – Event to be Held This Weekend July 22-24 in Long Beach, Calif.*

(Carlsbad, Calif.) July 20 -- Today, Mountain Dew® and TEN: The Enthusiast Network announced its partners for Dew Tour's FREE summer skateboard competition and festival to be held in Long Beach, Calif. this weekend July 22-24. **Mountain Dew** returns as the presenting partner, along with lead partners **U.S. Army** and **Motorola/Verizon**, and new partners **Wingstreet**, **Circle K** and **GoPro**, all of which will offer on-site activations to enhance the consumer experience at Dew Tour. The three-day celebration of skateboarding will also boast a number of endemic skateboard brands onsite including **Baker**, **Blind**, **Element**, **Enjoi**, **Flip**, **Plan B**, and **Toy Machine**. Each of these board brands will activate onsite in addition to supporting their sponsored teams in the new Dew Tour skateboarding team challenge happening on Sunday, July 24. Other endemic partners include **Penny**, **Pro-Tec**, **Tavik**, **Stance**, and **Tech Deck**.

Partners Motorola/Verizon collaborated with TEN to create a computer-generated "By the Numbers" skate course breakdown of the entire skate course presented by **Droid Turbo 2**. Experience the insanity and immense size of the new four-part course [here](#).

Dew Tour is an innovative contest series and content platform that brings together the world's best skateboarders, snowboarders, skiers, artists, brands and fans in a celebration of creativity and style. More than 40 professional skateboarders -- including **Ryan Sheckler**, **Sean Malto**, **Ryan Decenzo**, **Theotis Beasley**, **Micky Papa**, **Nyjah Huston**, **Louie Lopez** and **Chris Joslin** -- will be competing during the weekend that will feature a new team competition and individual competition on a new four-part course that was designed to inspire creativity and personal style. The Dew Tour competition, Mountain Dew Technology Experience, Dew Tour Partner Experience and film premiers are **FREE** and open to the public starting Friday, July 22. Saturday, July 23 includes an all hip-hop concert featuring Action Bronson and E-40 co-headlining with Kelechi as the third act (a ticketed event). See the full event schedule [here](#) and buy concert tickets [here](#).

Mountain Dew has been a partner and co-creator of the event since its inception in 2005. Dew's activation runs throughout the venue and includes product samples of its entire line, hosted autograph sessions with Dew athletes and a custom gear area featuring artist Michael Hsiung who will be decorating trucker hats on-site. Additionally, the Dew Tour mobile app, presented by Droid Turbo 2, available on iOS and Android, will encourage fans to upload photos to Instagram with the #DOTHEDEW hashtag to earn points on the Dew Social Store talk list. Points can be redeemed for gear, "We Are Blood" DVDs and other high-end premium items.

Returning partners and longtime supporters of action sports, U.S. Army will have an interactive onsite presence with their activation zone offering an Apache helicopter simulator and Vision Coach hand/eye coordination activities for fans. Motorola / Verizon onsite activation will include demo's of the Droid Turbo 2's shatterproof screen, phone charging station, athlete autograph signings and giveaways. New partners Wingstreet, a division of Pizza Hut, will be sampling its wings in the Dew Tour Partner Experience. Also look for GoPro onsite and keep an eye out for GoPro custom content integration.

Dew Tour's new team concept will be celebrated on-site not only in competition but with a strong brand presence as well. Onsite, the top skateboard brands in the world will be set-up in shipping containers as an homage to Long Beach's neighboring Port of Los Angeles. Attendees can visit each brand, demo gear and meet the athletes.

Brands onsite include: Baker, Blind, Element, Enjoi, Flip, Plan B, and Toy Machine. [TRANSWORLD SKATEBOARDING](#) and Long Beach's own [BLVD Skateboards](#) will join these brands with activations in the container space. Local shop, [Long Beach Skate](#), will be also be onsite selling decks, gear, apparel, tools and more.

Additional local brand presence will also be heavy at Dew Tour. Fans will be able to enjoy regional food trucks and strong community presence from local skateboard foundations, including [Grind for Life](#), [Askate](#), [Ask Foundation](#) and [Stoked](#).

Also for on-site fans is a new innovative Mountain Dew Technology Experience, the first dedicated experiential technology pavilion in Dew Tour's history. It will include a virtual reality painting space and a Drone racing experience, both offering at-scale virtual reality experiences.

The event will be webcast live in its entirety on [DewTour.com](#), featuring action sports legend **Todd Richards** as the main announcer with **Jimmy Coleman, Chris Pastras, Blair Alley and Neal Hendrix**. Additionally, the Dew Tour has announced live stream partnerships with [Facebook Live](#), [YouTube](#), [Pluto.tv](#) and [Eversport](#) and also can be seen on [TRANSWORLD SKATEBOARDING](#) and [GRINDTV](#). On July 30 and 31, the Dew Tour skateboarding competition will be broadcast nationally on NBC TV. The July 30 airing is from 5-6 pm EST; July 31 is from 2-4 pm EST.

#### **About Dew Tour**

[Dew Tour](#) is an innovative contest series and content platform that brings together the world's best skateboarders, snowboarders, skiers, artists, brands and fans in a celebration of creativity and style.

In 2016, TEN: The Enthusiast Network, publisher of TRANSWORLD SKATEBOARDING, TRANSWORLD SNOWBOARDING, SNOWBOARDER, POWDER, NEWSCHOOOLERS, and GRINDTV became the official strategic partner to lead content production, execution and event staging for the Dew Tour. Working in close collaboration with TEN's core action sports media brands and in partnership with DEW®, Dew Tour continues to progress events and content, bringing millions of action sports fans engaging stories and experiences across digital and broadcast mediums. In addition to Dewtour.com and TEN's digital network, Dew Tour's summer and winter events will be broadcast on NBC.

Stay connected at [DewTour.com](#) and on Facebook, Twitter, Instagram and YouTube [@DewTour](#).

#### **About TEN: The Enthusiast Network**

TEN: [The Enthusiast Network](#) is the world's premier trans-media network of enthusiast brands, such as MOTOR TREND, AUTOMOBILE, HOT ROD, SURFER, TRANSWORLD SKATEBOARDING and GRINDTV. With more than 60 websites, 50 publications, 50 annual events, [the Motor Trend OnDemand subscription](#) video-on-demand service, as well as the world's largest automotive and action/adventure sports media platforms, TEN inspires enthusiasts to pursue their passions. For more information, visit [enthusiastnetwork.com](#).

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