



**ACTION SPORTS & LIFESTYLE POWERHOUSES DEW TOUR AND AGENDA  
ANNOUNCE SYNCHRONIZED DATES IN LONG BEACH, CALIF.**

**Dew Tour: June 28 - July 1 and Agenda: June 28-30; Both at the Long Beach Convention Center**

**Carlsbad, Calif. (December 19, 2017)** -- The annual Summer Dew Tour, presented by Mountain Dew and produced by TEN: The Enthusiast Network, announced today that it has synchronized dates in Summer 2018 with Agenda, action sports' most diverse and creative fashion trade show and festival to create "the ultimate action sports weekend" in Long Beach, Calif., from June 28-July 1.

The Summer Dew Tour will take place June 28-July 1 at the Long Beach Convention Center and Rainbow Park Lagoon; Agenda will take place at the Long Beach Convention Center June 28-30.

Dew Tour's ground-breaking summer skate competition and festival is a free\* four-day weekend celebration of skateboarding featuring a multi-part course, with team and individual competitions, an interactive sponsor village and festival with an outdoor music concert area, local food and drink vendors and public skate park. The event will be televised nationally on NBC and live-streamed on Facebook Live, Periscope and other platforms.

Agenda ties lifestyle brands and retailers at its biannual trade show featuring more than 500 of the market's top brands. A one-day consumer festival is included as part of Agenda, with live music, speaker sessions, pop up shops and celebrity appearances. This year's event will be held inside at the Long Beach Convention center. The trade show will take place June 28 and 29, and the Agenda Festival for consumers will be held June 30. Based on past Dew Tour and Agenda events, anticipated attendance numbers should surpass 50,000 for the two events combined.

"Having Dew Tour and Agenda take place at the same time at the same location will bring the skate and lifestyle industries together like never before," said Adam Cozens, Dew Tour Vice President and General Manager. "More details will be released in the coming months, but we will be combining the best of competition, culture and creators in our industry, making it an incredibly dynamic weekend for athletes, partners and fans."

"We've been in talks to strategically align our events for some time, especially following the success of the Agenda Festival last summer," said Aaron Levant, Agenda Founder. "We aim to build a more dynamic and immersive experience for our consumers and we will do that right in the hub of the Southern California lifestyle scene. This is a pivotal move for the fans, brands, retailers and industry."

Details on Dew Tour and Agenda are forthcoming. For more about each event, visit [DewTour.com](http://DewTour.com) and [AgendaFest.co](http://AgendaFest.co).

### **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 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 are telecast on NBC.

### **About Agenda**

Agenda is the most diverse and creative lifestyle fashion trade show in the world. Since 2003, Agenda has emerged as the premier destination for brands and retailers to converge. Agenda is where passion becomes profit and the business of creativity is conducted in a truly authentic environment. What began as a satellite show with a small grouping of 30 brands has since transcended into the quintessential lifestyle fashion trade show. Agenda's portfolio now includes four shows, in two cities, expertly curated with over 1,000 brands, a recurring brand-building conference and a B2C music festival. Buyers, brands, investors, distributors, and media hail from around the globe, gathering at Agenda to build partnerships, participate in the community, and grow their businesses.

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

TEN: The Enthusiast Network is the world's premier network of enthusiast brands, such as SURFER, TRANSWORLD SKATEBOARDING, GRINDTV, SOUND & VISION and SHUTTERBUG. With the world's largest action/adventure sports media platform, 38 publications, 30 annual events and more than 20 iconic brands representing the best of action/outdoor and home technology, TEN inspires enthusiasts to pursue their passions. For more information, visit [enthusiastnetwork.com](http://enthusiastnetwork.com).

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