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DEW TOUR ANNOUNCES PARTNERS FOR 2018 SUMMER COMPETITION

Mountain Dew Returns as Founding Partner; Event to be Held June 28 - July 1 for its Third Year in Long Beach, Calif.

(Carlsbad, Calif.) June 25, 2018 -- Today, [TEN: The Enthusiast Network](#) announced its partners for [Dew Tour's](#) FREE summer skateboard competition and festival to be held in Long Beach, Calif. June 28 - July 1. Founding partner **Mountain Dew**, lead partners **U.S. Army, STANLEY, Circle K** and others will offer on-site activations to enhance the consumer experience at Dew Tour. The event welcomes new partners **Boost Mobile, Konami, Nikita and Sessions Clothing, Otterpop and Subaru**. The four-day celebration of skateboarding culture will also boast a number of endemic skateboard brands, a variety of local businesses and community organizations, and action sports based nonprofit organizations throughout the weekend.

More than 80 of the world's best male and female skaters will compete at Dew Tour in competitions that include men's and women's individual Pro and Amateur Park and Street competitions, Dew Tour's signature *Transworld Skateboarding* Team Challenge, a Boost Mobile Switch Jam and a skateboard legends Love+Guts Jam. The entire Dew Tour event is FREE and open to the public.

For the first time ever, Dew Tour will be held at the same time and location as [Agenda](#), action sports' most diverse and creative fashion trade show and festival.

Mountain Dew, the founding partner of Dew Tour since its inception in 2005, will offer an array of programs on and off site that embrace skateboarding, art, technology and esports. The Dew Tour Creators Lab will feature product samples highlighting Mountain Dew Ice, autograph sessions with DEW team athletes, custom gear, and show stopping visual creations by Los Angeles-based artist Luke Pelletier. Mountain Dew's Twitch channel will also be hosting its first ever livestream of a Summer Dew Tour event, streaming unique content all weekend long with its sponsored esports teams Dignitas, SK and Immortals. Luke Bannister, Mountain Dew's premiere drone racing pilot, will also be on-site capturing exciting content from his drone's point of view.

Returning Partners

STANLEY returns to Dew Tour for its second year as the official tool partner. Competitors will be skating on custom-built STANLEY skateable features on the Park course and a Tune Up Station will be available on-site for fans to tune their skateboards. Additionally, attendees can join the Ollie Contest in the Dew Tour public skate park on Friday for an opportunity to win prizes. STANLEY will once again present a behind the scenes look at the Dew Tour course build, available at [DewTour.com](#) the last week leading into the event.

The **U.S. Army** returns as the official Military Partner of Dew Tour with a lineup of exciting activities, including physical and mental strength challenges, a new robotics course demo and premium giveaways. On-site, fans can take the *Decide to Lead* challenge, a STEM-focused challenge that engages fans via virtual reality and tablets.

Frontier Communications, the official Internet provider of Dew Tour, will be featured in the Dew Tour Experience area.

Official convenience store **Circle K** will host exciting games and giveaways for Dew Tour fans highlighting their DEW Inner Circle program available via the Circle K mobile app.

Endemic Partners

Dew Tour's signature *Transworld Skateboarding* Team Challenge will be celebrated on-site, not only in competition, but with strong endemic brand representation. Some of 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, where attendees can visit each brand, demo gear and meet the athletes. Brands on-site include: **Blind, Element, Flip, Plan B, Primitive** and **Girl**.

Nikita and **Sessions** clothing, two leading action sports lifestyle brands, will provide apparel for Dew Tour on-air talent and staff throughout the event and will also have a retail space on-site for fans. Additionally, Nikita will co-present the G.W.R. girls amateur skate competition with [Exposure Skate](#) where ten rising female skateboarders ranging from 10 - 15 years old will compete on the Park course at Dew Tour.

New Partners

New partner **Boost Mobile** will sponsor the [Boost Mobile Switch Jam](#) pro competition, where 10 invited skaters will compete on the Gaps course featuring custom course elements designed specifically for Boost Mobile. Athletes will win cash prizes for best tricks executed. Additionally, a fan-based Switch Jam will be held in the public skatepark on Saturday for guests at Dew Tour. Boost Mobile will also present the Dew Tour course preview "Breakdown", a computer generated look at the Dew Tour pro Street and Park courses.

Gaming company and new Dew Tour lead partner **Konami** will showcase the newest release of the **Super Bomberman** video game, which features a special Dew Tour icon for players to customize their characters. On-site at Dew Tour, fans, VIP and Dew Tour athletes will all have special gaming lounges available throughout the weekend.

Five additional new sponsors will also be activating on-site including **Subaru**, who will act as the official Auto of Dew Tour Summer Vehicles and will be interspersed throughout the event venue where fans can participate in Carpool Karaoke events throughout the weekend. Frozen treats **Otterpop** will have a "Beach Bungalow" offering complimentary Otterpops to fans, athletes and VIPs. **Chrome Industries** will provide custom backpacks to VIPs. **Levi's** joined **Skatelite** to present the public skate courses and is promoting #skatedewtourLB. **Volcom** will also be on-site activating via an on-site booth.

The Long Beach-area community will continue to have a strong presence at Dew Tour. Long Beach Skate Shop will sell gear in their pop-up retail shop, and the local skateboard learning program Skatedogs will offer free skateboard clinics. Fans will be able to enjoy regional food trucks and Southern California craft beers in the new Dew Tour on the Green, a grassy, lagoon area at the venue. Local skateboard foundations, including [A.Skate](#), [ASK Foundation](#) and [Boarding For Breast Cancer](#) will also be participating.

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 to celebrate competition, culture and creators.

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 MOUNTAIN 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 summer and winter events are telecast on NBC.

Dew Tour is FREE and open to the public each day of the event, VIP Tickets are available for purchase at DewTour.com.

To see the most up-to-date athlete lineup, competition schedule and action-packed video content of both the teams and individual skaters, visit Dewtour.com, download the updated free Dew Tour App, and follow on Instagram, Facebook, Snapchat, Twitter and YouTube @DewTour. *New videos revealing the individual competitors are dropping throughout the next month on Dewtour.com.*

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