

## **EVENT CONCEPT**

After a successful event in Jeddah last year, FISE is returning to Saudi Arabia to bring the very best in Action Sports to the King Abdullah of Adventure Park in Al-Ahsa Oasis on March 14th, 15th and 16th. This year, the stakes are even higher and it's a selection of the very best riders from around the world who will compete to be the Champion's in each sport.

Battle of the Champions is an invitation only event featuring the Top 12 Athletes in 6 Sports: BMX Freestyle Park, BMX Flatland, Roller Freestyle Park, Skateboard Street, Parkour and Wakeboard. Riders will be invited based on their ranking or the skills that they showed during the FISE World Series 2018.

Why are we going to Saudi Arabia ? At FISE it is our mission is to develop and grow the popularity of Action Sports and this event in Saudi Arabia gives us the opportunity to again introduce our sports to a whole new audience. Last year, more than 137,000 attendees gathered in Jeddah to enjoy our Action Sports event, and it's this appetite for sports which motivated us to again partner with the General Sports Authority and travel to the other side of the country, to stage an event in Al-Ahsa Oasis.