



# Hurricane Group

## The Group

Hurricane Group is a communications agency that specialises in urban sports and offers global expertise in all aspects of event management, communication and infrastructure provision.

- 60 employees worldwide
- 400 events organised since 1997
- 100 million fans reached via social networks
- 1 million visitors per year to the Group's events

## Expertise

360° expertise across five departments (Events, Creative, Parks, Talents, and Media) to work with brands in a communication and engagement strategy targeted specifically at 15–25 year – an ultra-connected audience looking for new experiences and extreme content.

- EVENTS: unique events
- CREATIVE: digital applied to action sports
- PARKS: Street-inspired parks
- TALENTS: development of new talent
- MEDIA: strong, multi-media, tailor-made content

## Hurricane & FISE

FISE is the flagship brand of Hurricane Group, a leading urban sports company with 20 years of experience. Hurricane's key event is FISE Montpellier, which attracts more than 600,000 spectators to watch Skateboard, BMX Freestyle, Roller Freestyle, Wakeboard, Parkour and much else... In partnership with international sports federations, Hurricane and FISE are proud to have contributed to the creation and development of new youth-focused sports events that are now part of the Olympic programme.