

Live - Results announcement : E-FISE Junior by Hot Wheels - Preview

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Press release

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@Hurricane Group - FISE

E-FISE JUNIOR BY HOT WHEELS 2021 YOUNG WINNERS ARE CROWNED!

[ALL THE RESULTS HERE](#)

After an amazing first digital edition in 2020 that shone a light on talent from around the world, FISE once again reinvented the concept and launched the E-FISE Junior by Hot Wheels, dedicated to the next generation of action sports talent.

From July 12 to September 1, more than 345 young people joined the contest. The average age of participants was 12 years old, with girls making up 30% of the entrants. 35 nations from around the world were represented in four disciplines: BMX, Skateboard, Roller and Scooter Freestyle. With more than 500 videos posted, 5 million videos viewed, 110 000 votes and more than 20 million social media impressions, the bet to reach the biggest world is once again successful.



345 YOUNG TALENTS

Spread over 16 categories

170 competing in Juniors

175 competing in Kids

Boys : 70% of the riders

Girls : 30% of the riders

Average years old : 12

Age of the youngest : 4 years old

Age of the oldests : 16 years old

PUBLISHED 506 VIDEOS

For qualification and final stages



FROM 35 COUNTRIES

Top 10 Nations :

1. France : 77 athletes

2. Japan : 47 athletes

3. Indonesia : 23 athletes

4. USA : 23 athletes

5. Spain : 21 athletes

6. Australia : 15 athletes

7. UK : 13 athletes

8. Iran : 13 athletes

9. Germany : 11 athletes

10. Russia : 11 athletes



4 SPORTS

BMX Park : 25,30%

Roller Park : 30,43%

Skateboard Park : 24,11%

Scooter Park : 20,16%

22 000€ dotations



UNIQUE IMPACT

+ 20 millions impressions on FISE social media accounts

+ 5 millions video views

+ 242 000 unique visitors on the platform [e-fise.com](https://www.e-fise.com)

+ 110 000 fans votes

As the first ever contest fully devoted to Young riders, the E-FISE Junior by Hot Wheels scored a kick off edition with success! All of the talents highlighted by the contest are now part of the FISE Family, and will be the next rising stars to follow on the physical event next year!

[WATCH ALL THE VIDEOS](#)

[ALL THE INFOS](#)

MORE ABOUT E-FISE JUNIOR BY HOT WHEELS

Following the success of E-FISE 2020, it's now time for under 16s in BMX, Skateboard, Roller and Scooter to enjoy a fully dedicated to them edition of the festival : the E-FISE Junior by Hot Wheels. Organised during the July and

August holidays, it is a video competition that promotes the young women and men of Urban Sports, and showcases young talents from around the world.

By partnering with the famous brand Hot Wheels, the E-FISE Junior by Hot Wheels is for riders up to the age of 16 to show their best tricks. Whether in BMX, Skateboard, Roller or Scooter, this partnership aims to promote creativity and the young talent in Action Sports.

**ALL THE
VIDEOS HERE**

**MORE INFO
HERE**

**COMPETITION
FORMAT HERE**

For more info regarding Hurricane Group events, check out the Newsroom or contact marie.r@hurcn.com / 0648349706.

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