

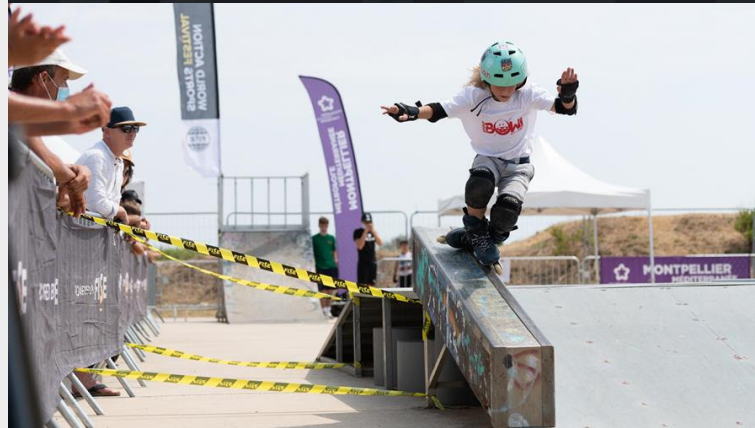
**It's starting today : E-FISE Junior by Hot Wheels - Preview**

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Press release

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@Hurricane Group - FISE

**E-FISE JUNIOR BY HOT WHEELS 2021**  
**The New Digital Action Sports Contest Dedicated to Kids is starting today!**

Today, the [e-fise.com](https://www.e-fise.com) platform which is hosting the contest is officially open and it will be running until September 1. The E-FISE Junior by Hot Wheels, a video competition that will shine a light on a whole new generation of riders.

**SCHEDULE :**

- July 12-26: upload of the videos on the platform [e-fise.com](https://www.e-fise.com)
- July 12 - August 2: qualifications: fans and judges votes
- August 4: qualifications results announced
- August 20: deadline to submit the second video for finalists
- August 23 - September 30: finals: fans and judges votes
- September 1: finals results

Following the success of E-FISE 2020, it's now time for kids in BMX, Skateboard, Roller and Scooter to enjoy a fully dedicated to them edition of the festival : the E-FISE Junior by Hot Wheels. Organized during the July and August holidays, it is a video competition that will promote the young women and men of Urban Sports, and bring out young talents from around the world.

By partnering with the famous brand Hot Wheels, the E-FISE Junior by Hot Wheels allows all riders up to the age of 16 to promote their best tricks. Whether in BMX, Skateboard, Roller or Scooter, this partnership aims to promote creativity and the attraction of young people to seek thrills on different playgrounds.

WATCH THE  
TEASER HERE

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COMPETITION  
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For more info regarding Hurricane Group events, you can find them in the Newsroom or via [marie.r@hurcn.com](mailto:marie.r@hurcn.com) / 0648349706.

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