

Grab the exclusive about FISE Montpellier 2021 - Preview

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Press release

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An unique concept awaits for FISE in 2021

Gathered today for a press conference at the Hôtel de Région Occitanie Pyrénées Méditerranée in Montpellier, the FISE team and representatives of its partners presented the format of the festival for 2021. And it's a new urban sports concept, which articulates physical and digital phases, that will continue to bring together the world's top-level and bring out their young talents.

According to the challenges from international federation calendars, the Tokyo 2021 Olympic Games deadline and the health context, there are many parameters that have conditioned the planning of the coming world season.

To respect these variables while continuing to meet the fans and athletes expectations, the FISE organizers and partners have developed an event concept made of three distinct projects. And if Montpellier remains the essential epicenter for the festival, it is also with its digital platform that the participants have an appointment.

DISCOVER THE TEASER

WATCH THE REPLAY

**UCI URBAN CYCLING WORLD CHAMPIONSHIPS PRESENTED BY FISE :
JUNE 4TH, 5TH, 6TH, 7TH AND 8TH 2021 AT MONTPELLIER**



@UCI

Following the UCI BMX Freestyle Park and Flatland World Cups organization, the Union Cycliste Internationale (UCI) and Hurricane Group (FISE events owner) reinforce their collaboration to propose in exclusivity the 2021 UCI Urban Cycling World Championships on June 4th, 5th, 6th, 7th and 8th in Montpellier. The structures set up in the Sud de France Arena will host an event without any public, that a TV live broadcast in more than 55 countries will offset. The best riders in BMX Freestyle Park and BMX Flatland are expected for this major contest, particularly according to the number of points at stake. It will also be one of the first physical Action Sports events, after more than 18 months break.

UCI President David Lappartient declared : *"I am very happy that the city of Montpellier, a cradle of extreme sports, is hosting the UCI Urban Cycling World Championships this year. I would like to thank Hurricane, our historic partner for the UCI BMX Freestyle Park and Flatland World Cups, with whom we are writing a new page of our collaboration in Urban Sports. I am all the more delighted with this announcement as we, unfortunately, had to cancel the 2020 edition of the event due to the global health context. Next June, circumstances will force us to organize an event without the presence of the public, but fans will be able to follow the prowess of the riders in front of their screens. I am particularly pleased that the athletes have once again the opportunity to compete in major competitions in this Olympic year marked by the entry of BMX Freestyle Park into the Olympic program in Tokyo, after a first*

appearance at the Buenos Aires Youth Games, in Argentina, in 2018. "

E-FISE JUNIOR BY HOT WHEELS: JULY - AUGUST 2021



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Initiated in 2020 in response to the health situation, the E-FISE Montpellier stood out for its ability to bring out young talents from all around the world. At the heart of the festival's ambition since its creation, this desire to extend the passion for urban sports is anchored again in the coming season. By creating a partnership with the famous toys and tracks brand Hot Wheels, the E-FISE Junior by Hot Wheels will be devoted to Youths and will welcome all riders aged 16 & under to show their best performances. In BMX, Skateboard, Roller or Scooter Freestyle, this collaboration is driven to inspire kids' and teenagers' creativity, as well as their attraction for seeking big thrills on various fields of play. Organized during the July and August holidays, girls and boys take advantage of the summer to produce their videos, then broadcast them on the dedicated web platform.

Mattel France Marketing Director, Elisabeth Moet declared : *"With our common DNA, becoming a partner of this new digital edition has become obvious to us. It is a great opportunity to fully illustrate the notions of performance and challenges that we have been carrying with Hot Wheels for more than 50 years. We are happy to participate in bringing out adrenaline-fueled young talents by allowing them during this competition, to value their creativity and their perseverance. "*

FISE MONTPELLIER : SEPTEMBER 3RD, 4TH AND 5TH 2021



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Already recognized as one of the FISE unmissable spots, the heart of Montpellier will once again be taken over by the festival in September for a brand new event. On the famous Spine Ramp, a whole program of BMX, Skateboard, Roller and Scooter competitions will offer a jam-packed schedule for three days, completed by a FIG Parkour World Cup stop and a BMX Flatland contest. The spectators will be all welcomed thanks to the establishment of an adapted health protocol, enough to bring back to the Montpellier's crowd all the passions contained in the FISE vibes, and to make the city beat to the rhythm of urban disciplines for a weekend.

Hurricane Group CEO, Hervé André Benoit, declared: *"Since the start of the health crisis, Hurricane Events has adapted its events so that they take advantage of the most favorable conditions. In 2021, the return of their "classical" format still seems unsuitable, and their impetus for transformation for several months has propelled a wave of creativity and innovation. By developing new projects compatible with the health context, it is the world of international sport that is modernizing itself. More agile, adaptable to an ever-changing situation, oriented towards more sustainable concepts, the result is an offer of new experiences that will integrate digital and physical equally. Distributed from June to September, here are three exclusive festival formats that promise more sharing and passion in 2021. Thanks to its historical partners, Montpellier Méditerranée Métropole, the Region Occitanie Pyrénées Méditerranée, the City of Montpellier, the UCI, the FFC, but also those who join us as Hot Wheels, the FISE promises to bring together fans, riders and partners around an unprecedented version of FISE Montpellier."*

For more information about Hurricane Group events, visit the Newsroom or reach us here : marie.r@hurcn.com / +33648349706.

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