

Brand New Video Contest! 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 New Digital Action Sports Contest Dedicated to Kids!

Today, Hurricane Group is launching the E-FISE Junior by Hot Wheels, a video competition that will shine a light on a whole new generation of riders. The contest will take place on the [e-fise.com](https://www.e-fise.com) platform and officially begins on 15th July running until the end of August.

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](#)

[MORE INFO HERE](#)

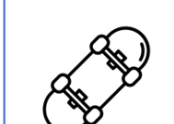
*Teaser available at 6pm on June 15th

[HOW TO PARTICIPATE ?](#)

SPORTS IN COMPETITION



BMX



SKATEBOARD



ROLLER



SCOOTER

CATEGORIES

SUB-CATEGORIES

KIDS

5 – 12 Y/O

JUNIORS

13– 16 Y/O



GIRLS



BOYS

RULES



**60 SECONDS
MAXIMUM**



**BUMPERS
MANDATORY**



**FREE OF RIGHTS
MUSIC**



**PORTRAIT or
LANDSCAPE**

JUDGING

SPECIFICITIES



50% FANS



50% JUDGES



**HELMET
MANDATORY**



PARK ONLY

A 4 PHASES FORMAT

STEP 1 : SHOOT

- Choose of the category
- Pick of the spot
- Shoot of the video
- Edit of the video
- Video: Must only be 1 minute max, opening credit included.
- Music: to add music to the video, it possible to access to the Universal Music Production Catalog. Only music selected from this catalog is valid to participate in the competition.

Where possible the entry should feature new and never shared before footage. If it is not possible for some riders to shoot new footage at the moment, they can use older clips. However, they cannot submit a whole edit that has been shared before and the judges will take this into consideration when they mark the videos.

STEP 2 : SUBMIT

- Signing up is for free by filling out the registration form
- Upload the video online at <http://e-fise.com> between 12 - 26 JULY 2021.

- FISE team is approving or not the video

STEP 3 : SHARE

- Once approved, your video will be released automatically on [e-fise.com](https://www.e-fise.com) platform
- an email will prompt riders to share it on social media
- People can vote for their favorite riders on the [e-fise.com](https://www.e-fise.com) platform
- Sharing instructions will be communicated to them by email once the video is validated.
- The video will also be viewed by the expert panel of judges whose votes will count towards the final score.

STEP 4 : FINALS

For the lucky ones who make it through to the finals, they will need to create a brand new video.

ABOUT FISE MONTPELLIER 2021



@Hurricane Group - FISE

Initiated in 2020 in response to the health situation, the FISE Montpellier reinvention stood out for its ability to transform while keeping at the heart of its ambition this desire to extend the passion for urban sports, which is once again anchored in the coming season.

An unprecedented concept for alternative disciplines, which articulates physical and digital phases to continue to bring together the top world level and bring out their young talents.

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

Opening the season, the 2021 UCI Urban Cycling World Championships brought together the highest international level, providing the ultimate opportunity for BMX Freestyle Park athletes to try and win Olympic qualifications. After the E-FISE Junior by Hot Wheels which will rhythms the whole summer, it is a physically adapted FISE Montpellier version that will finally bring together fans and riders through competitions on the Spine Ramp, in BMX Flatland and a stage of the FIG Parkour World Cup.

For more info regarding Hurricane Group events, you can find them in

the Newsroom or via marie.r@hurcn.com / 0648349706.

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