

3 rendez-vous in SAVOIE MONT BLANC for Freestyle Sports this summer - Preview

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Press release

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SAVOIE MONT BLANC FREESTYLE TOUR POWERED BY FISE 2021

The Agence Savoie Mont Blanc invites FISE for 3 unique events this summer

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This summer, the World Action Sports Festival FISE is launching a new tour of Freestyle sports events in partnership with L'Agence Savoie Mont Blanc, a regional tourism promotion body representing Savoie and Haute-Savoie. For this first edition, emblematic resorts of the destination: Tignes, Avoriaz and La Clusaz will welcome riders and the general public during 3 stages taking place respectively on July 10, 17 and September 25. All of them will be opportunities to live new experiences in the territory and create links between generations through festive and friendly meetings.

Urban Sports take centre stage this summer in Savoie Mont Blanc.

If the destination enjoys the strongest French attractiveness for outdoor mountain activities, its natural landscapes, its economic and academic

dynamism and the quality of the experiences offered are driving the development of new urban practices. Encompassing a "riding culture", traditional sports such as Ski, Snowboard and Mountain Bike are now joined by BMX, Skateboard and Scooter. Offering numerous infrastructures to accommodate these disciplines -Parks, Bowls and urban furniture- Savoie Mont Blanc offers communities of enthusiasts a vast playground for both confirmed practitioners and novices. In addition to the spots already present on the territory, sports areas will be specially assembled at the beginning of the summer by Hurricane Parks, (a subsidiary of Hurricane Group, organizer of FISE events) and will host the Savoie Mont Blanc Freestyle Tour powered by FISE contests. These temporary Parks will benefit everyone: introductory times will be offered to novices, the more seasoned can practice their "runs" to perfect themselves before being joined by the pro riders during each stage.

The new Olympic disciplines at the heart of the tour

Open to all and multi-discipline (BMX, Skateboard and Scooter), this new Savoie Mont Blanc Freestyle Tour powered by FISE promotes a spot at each stage by going to meet local practitioners and tourists with a new, immersive format which is a strong representation of the FISE identity. Bringing together all generations of Freestyle enthusiasts or the simply curious, the Agence Savoie Mont Blanc has the opportunity to highlight the diversity of summer activities, to promote these sports and their accessibility to everyone. Already acclaimed by Outdoor disciplines lovers, Savoie Mont Blanc and the resorts broaden their sporting horizons with these exclusive events which will punctuate the whole summer. An interest also justified by the recent introduction to the Olympic Games of BMX Freestyle Park and Skateboarding, which will make their first appearance at Tokyo 2020 postponed to this summer, before those of Paris in 2024.

SAVOIE MONT BLANC FREESTYLE TOUR POWERED BY FISE 2021 3 STOPS



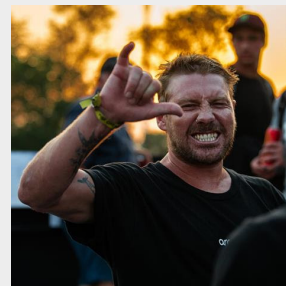
**TIGNES
JULY 10**

Park Building :
From June 18 to 20



**AVORIAZ
JULY 17**

Park Building :
From June 15 to 18



**LA CLUSAZ
25 SEPTEMBER**

Park Building :
From June 12 to 15

WHAT'S ON THE PROGRAM ?

BMX, Skateboard and Scooter Park contests
 Welcomed on the structures of each destination
 Open to all, Juniors, Amateurs and Pros in male and female categories
 Mini-contests, stands, activities complete the program
 Depending on the resort, the Parks are renovated or created for the summer season

SOME MEDIA PROJECTS IDEAS

- Savoie Mont Blanc, new territory, new practices
- Savoie Mont Blanc, at the crossroads of Outdoors and Urban sports
- The Parks of Tignes and La Clusaz are being renewed for the summer
- Avoriaz is equipped with a new Park in June
- The development of Urban Sports
- Portrait of young local riders (to be defined depending on the resort)
- Skateboarding and BMX Freestyle Park at the Olympic Games
- La Clusaz, the cradle of riding in all its forms
- LCZ, the community that makes Urban Culture shine in the mountains
- Avoriaz, a Snowboard pioneer, surfing on new Olympic trends
- Avoriaz Freestyle and pedestrian resort is particularly suitable for Urban competitions

For more information about the tour, visit the Newsroom or contact us here:
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