



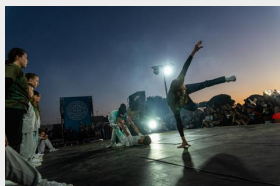
Innovative Urban Sports
& Entertainment Group



SNIPES supports FISE Montpellier's Breaking and BMX Flatland areas

Already part of the last Millennials' favorite festival physical edition, SNIPES will be this year again beating FISE Montpellier's rhythm by joining Breaking and BMX Flatland.

Strongly recognized among urban dance, hip-hop and sports communities, the streetwear and sneaker retailer is extending its partnership to BMX Flatland. As in Breaking, riders will enjoy a flat area to express their flow, sense of rhythm sens and moves with their unique style. By bringing them into its universe, SNIPES optimize its expression field on FISE Montpellier and will lead all the fans through their discovery of urban disciplines.



1: SNIPES JOIN UCI BMX FLATLAND WORLD CUP: Pro BMX Flatland contests are always counted as the festival highlights, by dragging crowds all around the scene circled by Lez river bench. This unique spot has set up this discipline as unmissable at the festival and attracts top worldwide riders. If FISE Montpellier Winner's title is already a big one, they are also competing for the UCI World ranking.

2: SNIPES SUPPORT 3 BREAKING BATTLES: in exclusivity at FISE Montpellier, Breaking will smash all the festival days within 3 separate competitions. It will be the very first WDSF Breaking for Gold World Series, a world launch on Thursday and Friday for these events tour which will define the B-Boys and B-Girls World rankings. The FFD Battle Etape Occitanie-PACA-Corse - Championnat de France 2022 will valorise the best national athletes from France on Sunday. The FISE Breaking Battle Challenge will be the link between these two major contests, by mixing their dancers with a 3 VS 3 evolution mixte and 2 VS 2 B-Girls.

3: AN ICONIC SNIPES PIT TO ROCK THE CROWDS: thanks to its great success on the last FISE edition the SNIPES truck will be back in the game to make sure all fans can get core outfits inspired by riders ones.



PRATICAL INFORMATION

To support you with your projects regarding the 2022 FISE season, content devoted to media will be available in the Newsroom. For further requests, feel free to reach us at: marie.r@hurcn.com / +33648349706.

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