

Adventure sports to rock Ludhiana residents today

Top-10 athletes of the 'extreme sports' will offer an exclusive preview of their performances in the city

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LUDHIANA: Sunday evenings can be laidback at times, when the impending hectic routine of the next day is on top of the mind.

However, residents on Sunday can expect a heady concoction of adventure, daring performances and loads of fun to make their day.

The sprawling New Grain market in the evening will witness the one of its kind sports extravaganza, an event being held in India for the first time, where the world's biggest athletes will present a spectacular, high-adrenaline and breathtaking performances.

Named Mountain Dew Xtreme Tour, the event is an internationally successful extreme sports show featuring top athletes in skateboarding, BMX, inline skating and freestyle motocross (FMX).

The team includes legendary skaters of the world such as Eito Yamamoto, Takeshi Yamotoke, Sandro Diaz, Lincoln Ueda; BMX star, Simon Tabron; and FMX pros, including Jermie McGuire, Timmy Clevers, Dustin Novak, Myles Richmond and Mike Mason.

The tour comes to Ludhiana after being a success in Bangalore and Nashik. It would visit cities like Hyderabad, Karpur, Gurgaon, Delhi and Chandigarh for special athlete-led consumer workshops.

"Adventure sports is gradually

gaining popularity in India. Mountain Dew is proud to provide a platform to Indians to experience these sports in a thrilling manner

RUCHIRA JAITLEY
executive vice-president
PepsiCo India

gaining popularity and participation in India. Mountain Dew is proud to provide a platform to the Indian youth to experience these sports in a safe and thrilling manner," says Ruchira Jaitley, executive vice-president, marketing beverages (beverages), PepsiCo India.

The event would commence with an emerging opening act by a Hindi alternative rock band, The Dazzle and will be followed by awe-inspiring performances on a specially designed mega set up. Celebrated DJ and youth icon, Ranvijay Singh will host the evening.

To get entry to the event, action enthusiasts simply have to carry special edition Xtreme Tour Mountain Dew cans, available in the market, to the venue. The first 2,000 people will get an opportunity to see the event live. Others can either buy tickets for Rs 500 online from www.ticketgenie.in or at the venue.



Skateboarders displaying their skills during the pre-event organised by Xtreme Tour in Ludhiana on Saturday.



PHOTOGRAPHY