

News monitored for: Pepsi - Brands

Metrolife

YOUR BOND WITH BANGALORE

EXTREME ACTS



RISKY Sandro Dias performing a stunt.

On a brand new high...



One of the acts.

Indian adventure enthusiasts had a spectacular experience at 'The Mountain Dew Xtreme Tour' held at the Kanteerava Stadium recently, which featured the world's biggest athletes from the fields of skateboarding, BMX, in-line skating and freestyle motorcross (FMO).

The audience got a chance to experience adrenaline-filled and breathtaking performances by world class athletes like Sandro Dias, Eito Yasutoko, Eliot Sloan and more. The tour kicked off in Bangalore. The athletes will be heading to Noida, Ludhiana, Jaipur and Lucknow, and will be holding



BRAVE Takeshi Yasutoko.

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Ruchira Jaitley, the executive vice president of marketing, Pepsico, said, "In India, BMX, skateboarding and FMX, are slowly gaining popularity. That is why the tour was launched here, to popularise these adventure sports." She added, "This tour focusses on reaching out to all, to tell people to get rid of their fears, both mental and physical, and show them how important it is

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EITO

to stay fit.”

These athletes felt that performing in India will give them a lot of recognition here and appreciation back home. The athletes exhibited a 'can-do attitude', showing fearless-

ness, which spoke volumes.

Sandro Dias, one of the skaters, said, "I started skateboarding 26 years ago with my friends. Slowly I became good at it and started taking part in competitions and then I never stopped."

Each participant was more than excited to be in India. Eliot Sloan, a young skater, who started at the age of 11, said, "People in India are friendly and welcoming. I am glad to have had a chance to visit India and do what I love the most here, skateboarding!"

Eito Yasutoko, the world's best vert skater, has earned

countless medals and landed a place on the podium at every in-line vert competition he has participated in.

He is accompanied on the tour by his younger brother, Takeshi Yasutoko, who also is a professional skater and has been going places ever since he strapped on his skates.

Eito said, "I heard that this is the first time an event like this is taking place in India." Expressing his delight at the developing sports scenario in India, he said, "I am excited to be here today and we are going to perform our best. So please enjoy every bit of it."

DHNS