

News monitored for: Pepsi - Corporate

Delhi Times



SKATE THAT!

Catch skater Takeshi Yasutoko and many more of the world's biggest athletes in skateboarding, BMX, inline skating and freestyle motocross (FMX), who are in India for the first time for The Dew Xtreme Tour – Mountain Dew's extreme-sports extravaganza. Be part of all the action today evening at the Great India Place, Noida. **FOR MORE, SEE PAGE 5**

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Music and adventure



With a heady mix of fun, adventure, music and daring performances, Mountain Dew brings the extreme sports platform to India for the first time today.

The Dew Xtreme Tour will be a spectacular experience for Indian adventure enthusiasts. The popular soft drink is bringing its internationally successful extreme sport extravaganza, featuring the World's biggest athletes in skateboarding, BMX, inline skating and freestyle motocross (FMX) to India for the first time. This tour started in Bangalore, and witnessed more than 4000 visitors. The action begins in Noida this evening at The Great India Place at 5.30pm.

A team of 10 sports stars, including skateboarding Pro and 21-time X-Games medallist **Andy MacDonald**, legendary skaters and gold medallists at the X-Games Eito Yasutoko, Takeshi Yasutoko, Sandro Dias; BMX star **Simon Tabron** and FMX pros **Jimmie McGuire**, **Tommy Clowers**, **Dustin Nowak**, **Myles Richmond** and **Mike Mason**, will be present to showcase their expertise to the people of Noida and Delhi. The tour will include other cities, like Ludhiana, Jaipur and Lucknow, along with special athlete-led consumer workshops in Hyderabad, Kanpur and Chandigarh.

Speaking about the tour, **Ruchira Jaitly**, executive vice president, marketing, beverages (flavours), PepsiCo India, said, "Adventure, the can-do attitude and overcoming your worst fears is in the DNA of Mountain Dew. We're bringing world-class athletes, a mega set-up with sets fabricated by experts and spectacular performances for the first time with this scale in India. We are confident that the first season of this tour in India will be a great success."

On being a part of this tour in India, Macdonald said, "I've been touring the world on my skateboard for 25 years. India is by far my favourite place to visit. I'm so happy to be a part of this tour."

The event will begin with an energizing opening act by the alternative rock band The Aphids, and will be followed by performances by the pros on a specially designed mega set-up. To get entry to the event, action enthusiasts simply have to carry special edition Xtreme Tour Mountain Dew cans (one per person) that are available in the market. First 2,500 people via exclusive Dew promotions will get an opportunity to see the event live. Others can either buy tickets, priced at ₹500 online from www.ticketgenie.in or at the venue, basis availability. Those who want to get up close and personal with the athletes and get access to an exclusive training session can check out Mountain Dew India's Facebook page - <https://www.facebook.com/mountaindewindia>.



Andy MacDonald



Simon Tabron

POSITIV
EXPERIENCE

Jimmy McGuire