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Xtreme extravaganza

Mountain Dew is all set to provide some thrills to Indian adventure enthusiasts in the north with its Dew Xtreme Tour. The soft drink is hosting an extreme sport extravaganza, featuring the world's well-known athletes in skateboarding, BMX, inline skating and freestyle motocross (FMX). Mountain Dew kicked off the Dew Xtreme Tour in Bangalore that witnessed more than 4000 visitors. In the Delhi NCR region, the action began at The Great India Place in Noida last Saturday. After hosting special athlete-led consumer workshops in Gurgaon and Delhi, Dew Xtreme Tour will give the action sport enthusiasts a unique opportunity to witness high-adrenaline performances by world class FMX - Freestyle Moto X,

BMX - Bicycle Moto X and skateboarding pros. A team of 10 professional extreme sports stars including skateboarding pro and 21-times X-games medallist, Andy MacDonald, legendary skaters Eito Yasutoko, Takeshi Yasutoko, Sandro Dias; BMX star, Simon Tabron and FMX pros including Jimmie McGuire, Tommy Clowers, Dustin Nowak, Myles Richmond and Mike Mason will be present to showcase their expertise and spectacular performances for the people of Noida and Delhi. Mountain Dew Xtreme Tour will also travel to other cities in India including Ludhiana, Jaipur and Lucknow; along with special athlete led consumer workshops in Hyderabad, Kanpur and Chandigarh.