



**4<sup>e</sup> DÉSAXÉ**  
world ride

World Cup Skateboard Slalom  
Roller Slalom World Series  
BMX flat European Master "City Voice"  
BMX Dirt International Masters

**26-27 Juin 2010**  
à Grenoble

Slalom Géant  
World cup skateboardslalom  
le 25 juin de 14 à 18h  
à Sassenage

Parc Paul Mistral  
anneau de vitesse

Entrée Libre

Prize money Pro

infoline: 09 51 75 91 47  
(coût tarif local)

[www.desaxe-worldride.eu](http://www.desaxe-worldride.eu)

Logos: MCM, G, ISSM, C.D., WFA, Rhône-Alpes, Savoie, Isère, LIGUE, Virgin, BEACHBROTHER, SD, MINI-ALP, CREAM, EXTREME SPORTS CHANNEL, Sassenage, Runners, Sassenage, Isère, LIGUE.

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# NEWS

## **New Giant in 2010 ! Biggest slope in Europe !**

1,2km (≈ 7,5miles)

- Friday 25<sup>th</sup> June 2010 -

In Sassenage, secondary road RD531

GPS information :

- Latitude : 45.2121570

- Longitude : 5.6555557

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## **Better organisation ! A Shuttle bus for the Giant !**

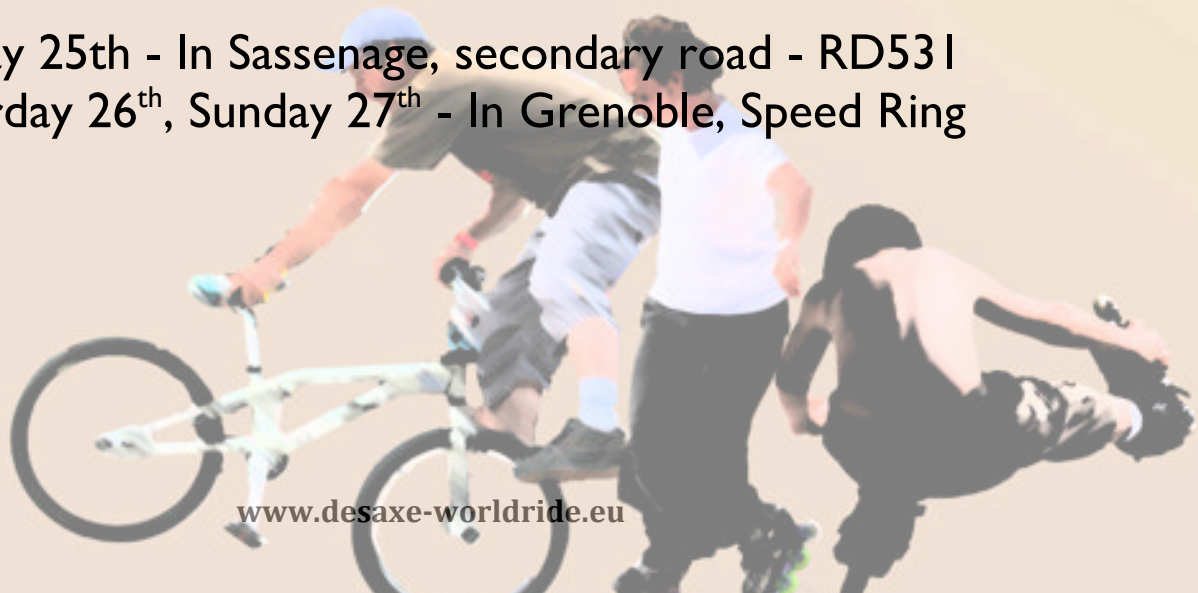
It will take you back up to the start

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## **3 days of competition Friday, Saturday, and Sunday**

Friday 25<sup>th</sup> - In Sassenage, secondary road - RD531

Saturday 26<sup>th</sup>, Sunday 27<sup>th</sup> - In Grenoble, Speed Ring





# About the race...

## Organisers and support :

- Gliss' Evénements  
*Association (15 years of experience in snowboard and skateboards events)*
- CND  
*Jean Sébastien Dennebouy and Alain Esnault*
- Pierre Samray
- Jani Soderhall
- FFRS
- ISSA



## Main sponsors :

- DéSaXé surfwear / sportswear
- City of Grenoble
- City of Sassenage
- Isère region
- Rhône Alpes region
- La Metro
- Other partnerships in negotiation



## Prize money :

- 3 main categories: Men, Women, and Juniors
- 1,000 € + A 5 days UCPA Trip for 2 people (worth 600€)
- Many gifts for every category





**25<sup>th</sup> - Giant, in Sassenage**  
**26<sup>th</sup>, and 27<sup>th</sup> June - Tight / Special, in Grenoble**

**Status: Main**

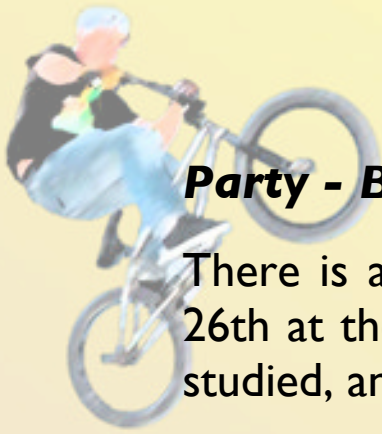
### **Locations: Grenoble and Sassenage**

- Population :
  - *170.000 inhabitants in downtown*
  - *450.000 inhabitants including suburbs*
  - *French ride-sports capital.*
- Special / Tight slalom :
  - *Olympic Speed ring*
- Giant Slalom :
  - *Slope -1,2 km (≈ 7,5 miles) length, and 10 to 13% gradient !*
  - *In the city of Sassenage*

### **Other events :**

- World Slalom Series Roller in-line (2<sup>nd</sup> edition)
- Skateboard Slalom World Cup (4<sup>th</sup> edition)
- BMX Flat European Masters "City Voice" (2<sup>nd</sup> edition)
- BMX Dirt International Master (NEW !)
- Skate/BMX/roller ramp
- Skateboard trials on test area
- Street Hockey
- Initiation to Roller, and Skateboard





## **Party - Being discussed...**

There is a possibility that a concert will take place on the 26th at the Speed Ring in Grenoble. This is currently being studied, and discussed with Grenoble city hall.

## **Registrations :**

- On the website - [www.desaxe-worldride.eu](http://www.desaxe-worldride.eu)
- By email - just return the form
  - The registrations begin on 4<sup>th</sup> June, and end on 20<sup>th</sup> June.
  - Payment with PayPal !
  - After the 20<sup>th</sup> - Payment on the spot

Categories	Internet	On the spot
Men	50 €	60 €
Women	40 €	45 €
Juniors	30 €	35 €

## **Subscription includes :**

- Event official T-shirt
- Giant (25<sup>th</sup>), Tight (26<sup>th</sup>), and Special (27<sup>th</sup>) races participation
- Parking lot
  - Please tell us if you need one !

## **Meals :**

- New meal retailer - add an extra 30€
- Book it **when you register for the event**
- Pay it on the day of the event **at the restaurant tent**
  - You will get a meal card that day
- Includes :
  - Saturday - midday, and evening
  - Sunday midday





## ***Sassenage:***

**25<sup>th</sup> June.**

The biggest slope in Europe ! A Giant Slalom of 1,2 km ( $\approx$  7,6 miles), and 10 to 13% gradient !

In the city of Sassenage (see above for more information), that competition will take place on the Friday 25<sup>th</sup> in the afternoon.



Also new in 2010, the organisation improved a lot, and for your own pleasure ! Indeed, at the end of every of your races, a shuttle bus will take you back up to the start !

## ***Grenoble Speed Ring:***

**26<sup>th</sup>, and 27<sup>th</sup> June.**

The main area is in the city of Grenoble, in the center of a park, with mountains surrounding the spot...

It is actually the stadium of the 1968 Olympics Game. The bitumen there is excellent, and the track is 400 meters long, with terraces, that can welcome more than 3000 spectators.

All day long, Food and drink will be served on the spot. Saturday evening, the final in tight slalom will be nocturnal.





# Media

A lot of shows are planned, music is going to bang, and the entire event is located in the French capital of extreme sports...

Also, we do not only want to organise a race, but a huge event to expose the slalom skateboard to the public.

- That is why we are planning a large media plan •
- Close collaboration with local, regional and national medias for many years •





## Radio



- National campaign Virgin Radio
- Regional campaign of Virgin Radio

## Television



- International campaign
  - National campaign
  - Regional campaign







## Newspaper, Magazines

# BEACHBROTHER

**CREAM**  
BMX Lifestyle magazine

- Spot
- Mini zap
- Cream
- Beach Brother

spot

LE MINIZAP  
DANS VOTRE VILLE

## Posters



- 4m x 3m (x35 pieces)
- Programs (x 20,000 pieces)
- 120cm x 180cm (x100 pieces)
- 34cm x 50 (x1000 pieces)





## **Access, accommodation**

- Grenoble is near Switzerland, Italia, and 3 hours away from Paris in train.
- Airports:
  - Grenoble Saint Geoirs - 35 minutes away
  - Lyon Saint-Exupéry - 45 minutes away
  - Geneva airport - 1h20min away
- There are several hotels close to the spots, and you will get special prices for some of them, since you are riders

***All the information on the web site:  
[www.desaxe-worldride.com](http://www.desaxe-worldride.com)***

## **Contact**

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