

# THE TRI-X-ALON

The world's best X Games athletes compete in a grueling cross-country, three-event race designed to test the limits of their physical and mental endurance

(Conceptual Synopsis)

The TriXalon brings together the world's best X Games athletes to compete in a cross-country race – encompassing BMX bike riding, skateboarding and Moto X - from New York City to Los Angeles, with all athletes competing in each of the three disciplines.

The first three athletes to reach the finish line will reap formidable cash prizes, endorsement contracts and fan adulation.

Viewers and spectators will be treated to an exciting, action-filled race as X Games athletes take to America's highways and byways, passing historic landmarks and majestic geological formations and battling the elements in this one-of-a-kind, cross-discipline competition.

All athletes will be required to travel minimum distances utilizing each of the three modes of transport (BMX bike riding, skateboarding and Moto X). The athletes will get to choose which mode of transportation to use for any given leg of the trip, and may vary the order, but they must fulfill the minimum distances required for each mode (i.e. BMX, skateboarding and Moto X) over the course of the race.

While there will a carefully designed route along which the race will take place, the athletes will not be given advance notice of the entire cross-country course. At the end of a race day, athletes will be given a map outlining the next day's course. Athletes will then have to strategize how to best navigate the upcoming leg of the trip.

Athletes will be required to check in along the course at checkpoints, which will be strategically placed to maximize course difficulty and excitement.

Special X Games exhibitions can be staged in select cities along the race route.

## CORPORATE SPONSORSHIPS

The Tri-X-alon offers corporations and individuals the opportunity to sponsor athletes or legs of the race, thereby ensuring a built-in advertiser base. Some of the revenues can be donated to charitable organizations and other non-profits service organizations such as United Way.