



FACT SHEET

- Location:** McCovey Cove, Lot A
- Telephone:** (415) 227-4656
- Web site:** www.icerair.com
- Event Date & Time:** Saturday, October 18, 2008, from 12pm to 9pm
(Tentative schedule)
12:00 – Gates Open
12:30-5:30 – Pro skate & BMX park competitions
1:00-1:30 – Freestyle motocross
1:30–3:30 – Big Air preliminary competition
3:00-4:00 – Band (TBA)
4:30-5:00 – Freestyle Motocross
5:00-6:30 – Big Air finals
7:00 -7:30 - Band (TBA)
7:30-8:30 - Band (TBA)
9:00 – Stadium closed
- Event Description:** Esurance ICER AIR is an action sports, music and lifestyle event.
- Format:** **Men's Big Air Ski and Snowboard Competition**
14 professional skiers and 14 professional snowboarders will compete through two rounds. The preliminary round will be an open jam session format and all athletes will jump as many times as they want for 2 hours. The top seven skiers and snowboarders will advance to the second and final round. In the final round, athletes will each have three jumps, with the best score taking the top prize. Skiers and snowboarders will alternate jumps, and jump order will be drawn randomly.
- Freestyle Motocross Sessions**
A complete ramp to ramp freestyle motocross display of backflips, supermans and lazyboys will be performed by top X Games and Dew Tour athletes.
- Skate/BMX Park Competition**
Riders will be put into heats of 10 riders per heat. Each heat will have an exclusive practice session prior to starting. Riders will be given two 60 second runs. Best run scores count. Top 10 riders will advance to the finals. Finals will consist of two 60 second runs, same as qualifying.
- Music:** TBA
- Event Sponsors:** Esurance, Chipotle, Comcast Sports Net, True Anthem, Whistler Blackcomb, Head, Wild 94.9, Freeskier, Transworld Snowboarding, Spin, SF Weekly and San Francisco Magazine.

Charity Partners:

A portion of the proceeds generated from Esurance ICER AIR 2008 will benefit **City of Dreams**, a San Francisco Bay Area non-profit organization dedicated to helping low income youth through mentorship and youth development.

Tickets:

Tickets can be purchased at www.icerair.com

- General Admission Tickets will be sold for \$28
- VIP Tickets will be sold for \$48
- Family four-packs will be sold for \$88 (\$24 savings)

Press Contacts:

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