

**MEDIA RELEASE**

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**SKOOL SIZZLES THIS SUMMER**

Ontario’s first action sports party series is coming to Ontario’s fastest growing resort.

Skool, the hottest venue at The Blue Mountain Village, will host The Skool Summer Party Series, featuring a whole season of uniquely themed parties with the industry’s hottest music, tons of prizes and good times for all.

This innovative series aims to make memories that will last a lifetime. “The Skool Series will prove to be the turning point in the way parties are thrown in Ontario.” said Andi Roth, event director for the Skool party series.

Backed by key action sports brands with \$15,000 in prizes to be given away through fun and exciting games and giveaways that require guests to go above and beyond.

“Coming out of left field is the first of its kind; a summer party series that will prove to be the meeting ground for finding new friends and new love. We’ll even be there to catch you when you fall off the emotional relationship wave – we’ll be at Skool to catch you if you fail.” Said eventSing founder Andrew Singleton.

With the industries leading companies showing strong support for the action sports industry through skate and snow demos, with the highlight on August 4<sup>th</sup> at the *Summer SnowJam*. Skool will feature a scaffolding rail set up on the patio and feature a handful of Ontario’s best riders, to crown the first ever ‘King of the Steel.’

Partygoers can catch the newest and hottest products from industry leaders, and have the chance to win VIP status at all summer parties. Enter your chance to win by visiting your closest skateboard retailer and fill out a Skool Summer Series ballot.

The Skool Summer Party Series will take place on:

- June 2<sup>nd</sup>- ‘A White Out’
- July 7<sup>th</sup>- ‘Beach Party’
- July 17<sup>th</sup>- ‘Village Street Beat’
- Aug. 4<sup>th</sup>- ‘Summer SnowJam’
- Aug. 25<sup>th</sup>- ‘Kick off Party to Village Wake Up.
- Thursdays- ‘Music night’

The Skool Summer Party Series is brought to you by UpDown Magazine and eventSing promotions, committed to exceptional action sports entertainment in Canada.

