



PRESS RELEASE

For Immediate Release

Red Bull Rampage to Air on NBC Saturday, December 21st

Watch the recap of the epic event as part of the Red Bull Signature Series

SALT LAKE CITY (December 20, 2013) - Already tired of Christmas jingles and crowded mall parking lots? Take a break from the Holiday madness with the NBC broadcast of Red Bull Rampage, which airs Saturday, Dec. 21 1:30 pm-at 3:00 pm MST as part of the Red Bull Signature Series. We can't promise you 10 lords-a-leaping, but we are certain we'll have the best mountain bikers in the world flipping, tumbling and soaring.

WATCH ON NBC DECEMBER 21 1:30-3:00 p.m. MST

The 2013 Rampage was held in Virgin, Utah on October 11-13 and showcased the world's best big-mountain freeride athletes picking their best lines down near-vertical sandstone ridges. Whether you were among the lucky few that attended the event, or seeing it for the first time, you will be in awe watching Kyle Strait become the only rider to have won Red Bull Rampage more than once with his solid and smooth run, punctuated by a perfect suicide no-hander off the top feature of the Oakley Icon Sender.

For the first time, the 2013 event was streamed live on the redbull.com website showcasing southern Utah's red rock beauty and providing significant media exposure to the state of Utah. The event's NBC broadcast, web streaming, social media and other digital platforms will have provided the state with an estimated \$3 million in media value, in addition to \$4 million of economic it brought to Utah's economy.

For more information, please visit www.redbullsignatureseries.com.

Photo: Kelly McGarry canyon gap flip c: John Gibson/Red Bull Content Pool

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