

Extreme sports festival comes to the V&A Waterfront

Cape Town's V&A Waterfront will once again play host to The Hunter's eXtreme Ultimate X 2013 Festival, which takes place at the Gateway Canal at the V&A Waterfront on 16 February, 2013. The festival will showcase the best that extreme sports has to offer from national and international BMX, FMX, skate- and wake-boarding champions.



Not for Sale to Persons Under the Age of 18.

The festival, in its fourth year, expects more than 6000 extreme sports-loving spectators to attend the day-long event in the Mother City. Gates open at 10am and close at 8pm, followed by an extreme concert at Cape Town nightclub The Dragon Room in Harrington Street, with top local DJs and bands playing into the night.

Markus Museler (Old School Productions), owner of the event, said: "We are very excited that Hunter's eXtreme has joined the Ultimate X family and will be working alongside us to help grow action sports within SA. Through our involvement in and exposure to related events from across the globe, we are also confident that 2013 will be our most extreme spectator experience to date."

Death-defying stunts and record-breaking attempts

You can watch 25 of the country's best riders as well as international competitors, such as Alastair Sayer (FMX), Greg Illingworth (BMX), Louis Taubert (skateboarding) and Aaron Hadlow (wakeboarding) transform the Gateway Canal into an extreme sporting paradise with death-defying stunts and record-breaking attempts, all for a piece of the R100 000 in cash prize and the title of the Hunter's eXtreme Ultimate X Gold 2013 South African champion.

Mike Silver, of experiential marketing partner Stretch, said that this year's festival would be bigger and better than ever before: "Ultimate X has grown massively both in terms of numbers attending and on-site experience. Through a national media campaign in partnership with Hunters eXtreme, the 2013 edition will see mass awareness created about both the event itself and action sports in SA. We expect to smash previous numbers with new features including multiple international riders competing, staging of the inaugural Ultimate X Gamer competition, presented by Mountain Dew, and the Inner City Muscle Car Show."

Reach for a Dream initiative

This year the festival will be giving back to the community through its Reach for a Dream initiative. The event aims to fulfil the dreams of four extreme sport-loving children from the Reach for a Dream Foundation by giving them and their families a full VIP experience on the day.

Pre-bought tickets from Computicket cost R100 and include free entrance to the after party. Tickets are also available at the gate at R120 for adults and R50 for children under 10 years old (children under four years old get free entrance). Gates open at 10am and close at 8pm.

Go to the Facebook page Ultimate X 2013 presented by Hunters eXtreme for daily details and updates.

For more information, go to www.ultimatex.co.za or [@ultimate_X](https://twitter.com/ultimate_X) on twitter.

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