



#### **MEDIA ADVISORY**

"Clash at Clairemont 7"  
Saturday June 1, 2013  
11am-5pm

#### **Contact:**

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## ***ACTION SPORTS STARS COME TOGETHER FOR A CAUSE*** ***Clash at Clairemont 7 and Sonic Generations of Skate join forces to Crush Cancer!***

ON JUNE 1, thousands of San Diegans will once again support the YMCA and the fight against cancer through what has become one of the premier action sports events in the country.

The **7<sup>th</sup> ANNUAL "CLASH AT CLAIREMONT"** takes place from 11 a.m. to 5 p.m., on Saturday, June 1, at the Mission Valley YMCA's Krause Family Skate Park in San Diego. All proceeds benefit the **Mission Valley YMCA** and **Grind For Life**, a nonprofit dedicated to helping people with cancer.

**NEW THIS YEAR** is the addition of SEGA's *Sonic Generations of Skate* Contest on the vert ramp. *Sonic Generations of Skate* is a completely unique team competition that pays homage to three generations of vert skating over the past few decades. Each team consists of one 40-something skater (first generation), one 30-something skater (second generation) and one teen/20-something skater (third generation) competing against other teams with the same mix.

There are four different competitions where each pro battles for team points against skaters from their own generation. The contests include individual runs, high air, best trick and team doubles. The biggest names in skateboarding from the past and present will be participating, including:

First Generation: **Tony Hawk, Mike McGill, Kevin Staab and Sergie Ventura**

Second Generation: **Andy Macdonald, Pierre Luc Gagnon, Bucky Lasek and Lincoln Ueda**

Third Generation: **Adam Taylor, Elliot Sloan, Paul-Luc Ronchetti and Mitchie Brusco**

"This format, representing several generations of skateboarding, is really fun and gives everyone something to cheer for," said Andy Macdonald, veteran skater who's one of just four skaters who have competed at every X Games, with 23 X Games medals under his belt. "It's a great addition to the Clash, and should really help generate incremental awareness and financial support for Grind for Life."

"ASA is always trying to develop events with unique formats and fresh concepts that bring something new to the table — both for the skaters and the crowd," said Rick Bratman, CEO of ASA Entertainment, the owner and production company behind Sonic Generations of Skate. "We are really pleased to partner with SEGA and the Clash at Clairemont to help raise money for such an amazing cause."

Clash 7 is honored to have event partners and sponsors **SEGA, GoPro, MovieTickets.com, Mission Valley YMCA, and Grind for Life**. The event will once again offer attendees an amazing vendor village filled with interactive booths and food vendors. Professional demonstrations by skateboarders, BMX pros, and rippin' amateurs will go on throughout the day on the street course, in the bowl, and on the largest outdoor vert ramp on the west coast. **Scheduled to appear on the 91X music stage are Three Wheels Out, POD and the Legendary Mix Master Mike!**

The event is open to the public and tickets can be purchased for a minimum \$10 donation at the door. For more info, visit [www.clashatclairemont.com](http://www.clashatclairemont.com) or call 619-298-3576.

*Sonic Generations of Skate* will be broadcast nationally on FOX Sports Net (FSN) beginning on November 29 at 5 p.m. and 11 p.m. Since broadcast schedules are subject to change, please check local listings for specific air times. For more detailed information on *Sonic Generations of Skate* visit [www.ASAentertainment.com/events/sonicgenerationsofskate](http://www.ASAentertainment.com/events/sonicgenerationsofskate)

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#### **About Clash at Clairemont:**

The Clash at Clairemont began in 2007 as a cooperative effort between pro skateboarder Andy Macdonald, the YMCA, Grind for Life and industry sponsors. The event, a celebration of the newly acquired ramp and park renovations, was an opportunity to create a fundraiser that benefits the Mission Valley/Krause Family Skate & Bike Park and the Grind for Life cancer charity. The event featured more than 45 of today's best action sports athletes, live music and family fun, and it was a huge success! Over the past seven years, media attention and attendance skyrocketed, and now the Clash at Clairemont has cemented its first class reputation as a terrific family-oriented celebration of action sports and charitable cause! Visit [www.clashatclairemont.com](http://www.clashatclairemont.com)

#### **About Grind for Life:**

Grind For Life, Inc., was founded in 2003 by lifelong skateboarder Mike Rogers, after his second battle with sarcoma cancer. The mission of the Grind For Life organization is to provide financial assistance to cancer patients and their families when traveling long distances to doctors and hospitals. In addition, they educate and inspire these patients and families concerning cancer survival and recovery. Those who qualify may request assistance for travel and lodging expenses, meals and personal needs. visit [www.grindforlife.org](http://www.grindforlife.org)

#### **About ASA Entertainment:**

Founded in 1994, ASA Entertainment Group, LLC is an action sports event, television and content production agency focused on creating and executing customized, turnkey marketing programs that range in scale from grassroots to global. ASA's events, featuring skateboarding, freestyle BMX, freestyle motocross, snowboarding, surfing and music, are broadcast domestically on eight networks (including CBS and FOX Sports Net), and distributed to more than 700 million HH globally via 30 international broadcast partners. ASA's productions span the spectrum from large, international competitions such as the ASA Action Sports World Tour, the World Championships of Freestyle Motocross, The Supergirl Jam Series, Air in the Square and the ASA Big-Air Triples to amateur contests, lifestyle and branded entertainment events, demonstrations, exhibitions, school programs and mobile tours. After 19 years as a leader in action sports, ASA Entertainment regularly connects brands to consumers through its platform of premium action sports and lifestyle content. For more information, visit [www.ASAentertainment.com](http://www.ASAentertainment.com)

**About Mission Valley YMCA:**

Mission Valley YMCA is the largest YMCA in San Diego County, with five locations serving more than 25,000 San Diegans with a focus on encouraging healthy living, helping young people develop to their fullest potential, and promoting social responsibility. Committed to serving the community, the Y offers a range of programming and financial assistance, ensuring that the community has access to critical programming regardless of ability to pay. More information can be found at [www.missionvalley.ymca.org](http://www.missionvalley.ymca.org)

**About Sega of America, Inc.:**

Sega of America, Inc. is the American arm of Tokyo, Japan-based Sega Corporation, a worldwide leader in interactive entertainment both inside and outside the home. The company develops, publishes, and distributes interactive entertainment software products for a variety of hardware platforms including PC, wireless devices, and those manufactured by Nintendo, Microsoft, and Sony Computer Entertainment. Sega of America's web site is located at [www.sega.com](http://www.sega.com)