



JaX Sports & River Fest

July 4th & 5th Metropolitan Park

Xero Gravity Extreme Sports Resorts and Kona Skate Park have teamed up with local sports celebrity Cole Pepper of WhitePepper Sports Marketing to create a charitable action sports and music event never before seen in the Jacksonville market. The **JaX Sports & RiverFest** event is slated for July 4th & 5th of 2015 at Metropolitan Park with an estimated 10,000+ people expected in attendance.

118 million people aged 6 and older participate in one or more action sports a year and 3 out of 5 teenagers watch action sports weekly, such as the Dew Tour, Red Bull Tour, and Monster Tour. In the past 10 years traditional ball and stick games have decreased 25% in participation by our youth, having been replaced by action sports activities.

The **JaX Sports & RiverFest** event will profile Jacksonville as an active place to live, work, and play, the "hip" place to be, and where Millennials, Gen Xers, and Baby Boomers can come together in one place to watch action sports demonstrations, participate in various sporting events and other contests, experience exciting hands-on activities, hear great music, all while filling their bellies with good local fare.

This special event is intended to be a yearly 4th of July celebration for Jacksonville and it is our goal to build on this product by bringing in other Action Sports events in the near future, such as; The Amateur National Championship for FMX, FlyBoarding, BMX, Wakeskating, and more. Much like the Dew Tour and Red Bull events, these championship events are known to attract many thousands of people and who stay for multiple nights in the City. Jacksonville is in a unique position to capture these action sports amateur events and make them our own. The **Jax Sports & RiverFest** event will be the starting block for us to become a national player in the action sports arena.

A portion of revenues will be donated to our sponsors various charitable organizations through The Kona School, a 501c3 organization.

We are happy to provide additional information and request a meeting to discuss this exciting event. Thank you for your consideration and I am available to discuss by phone @ 904-759-1674, or in person.

Sincerely,

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