



## FOR IMMEDIATE RELEASE

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# World Skateboarding Rider Cup New York Kicks Off this Weekend at L.E.S. Skatepark in Manhattan

*\$10,000 Cash on the Line Plus a Trip to South Africa for Winning Team to Compete in Rider Cup Championship During the 2014 Kimberley Diamond Cup*

**(Sacramento, Calif. –July 10, 2014)** — The World Skateboarding [Rider Cup](#) New York begins this weekend with the first contest kicking off Saturday, July 12 at noon at the Lower East Side (L.E.S.) Skatepark in Manhattan. The Rider Cup Team Championships run for six consecutive Saturdays, stopping in each of NYC's five boroughs: Manhattan, Bronx, Brooklyn, Queens and Staten Island. Local skateboarders form crews of four to represent their boroughs and compete in a jam style contest for a shot at a \$10,000 cash prize plus airfare and accommodations to South Africa to compete in the World Skateboarding Rider Cup world championships during the 2014 [Kimberley Diamond Cup](#).

Individual team members compete in one section of the skatepark and are judged head-to-head based on the number of tricks landed, difficulty of tricks and overall impression. The winning team from each borough will receive a \$2,000 cash prize and advance to the finals where the top 12 teams will compete at L.E.S. Skatepark in Manhattan on August 16, for the \$10,000 first place cash prize.

"This event is something we've wanted to do for a long time; it's an exciting new type of contest for the skateboarding industry," said Tim McFerran, president of World Skateboarding Grand Prix. "While skateboarding is generally perceived as an individual event, when you add a team element where you're representing your town and competing against other great skaters from different towns, it brings a whole new level of excitement. At the World Championships in South Africa this year, the Rider Cup contest will add a whole new dimension as teams from several countries will represent their hometowns to be crowned world champion. We look forward to growing this event and bringing it to countries around the world."

The 2014 WSRC Team Championships NYC competition schedule is as follows. All contests begin at noon:

1. Saturday, July 12, 2014: Manhattan Qualifier at L.E.S. Skatepark
2. Saturday, July 19, 2014: Bronx Qualifier at River Ave Stakepark



3. Saturday, July 26, 2014: Brooklyn Qualifier at McCarren Skatepark
4. Saturday, August 2, 2014: Queens Qualifier at Astoria Skatepark
5. Saturday, August 9, 2014: Staten Island Qualifier at 5050 Skatepark
6. Saturday, August 16, 2014: NYC Final at L.E.S. Skatepark

For the latest news and information on World Skateboarding's Rider Cup Team Championships as well as other upcoming WSGP events, visit [www.worldskateboarding.com/ridercup/](http://www.worldskateboarding.com/ridercup/) and follow us on [Facebook](#). For more information on the Kimberley Diamond Cup World Skateboarding Championships visit [www.kimberleydiamondcup.com](http://www.kimberleydiamondcup.com) or follow KDC on [Twitter](#) and [Facebook](#).

### **About World Skateboarding**

World Skateboarding Grand Prix (WSGP) is a skateboarding event management company based in Sacramento, California. WSGP is the global leader in skate contests, hosting world-class skateboarding events globally with a commitment to social responsibility. WSGP invests heavily in each country that hosts their contests and helps to stimulate local economies through tourism and by supporting youth development, especially those in underserved or impoverished communities. For more information, visit [www.worldskateboarding.com](http://www.worldskateboarding.com).

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