



MADRID

FORO DE EMPRESAS POR MADRID



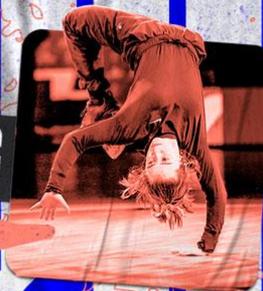
SKATE



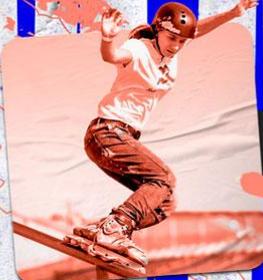
SCOOTER



BMX



BREAKING



INLINE



MÚSICA



BASKET 3X3

MADRID URBAN SPORTS

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MADRID URBAN SPORTS
8-10 OCT 2021
MADRID RIO-MATADERO





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MADRID URBAN SPORTS, THE REFERENCE EVENT FOR URBAN SPORTS

On 8th, 9th and 10th October, Madrid Río - Matadero will host the first on-site edition of Madrid Urban Sports, a national and European benchmark event in urban sports. The Spanish capital has managed to bring together the best athletes in these disciplines and the largest number of Olympians in a single event that will be completely open and free to the public. After having to hold last year's edition virtually due to covid-19 restrictions, this year the MUS will be held for the first time in the streets of Madrid and the public will once again be able to enjoy the live spectacle.

Madrid Urban Sports comes with five big stages where all the action of the Festival will take place: Central Park, Street Plaza, Bowl, Urban Stage and Manzanares Town. In Central Park, the public will be able to enjoy the best BMX (male and female), Scooter (male) and Roller Freestyle (male and female) sporting spectacle in the PARK mode, with many creative variants to be able to use their modules. On the other hand, the Street Plaza will host the Skateboarding (male and female) and Scooter disciplines in STREET mode, as well as offering the Young Blood Battle (improvisation battle to the rhythm of trap and rap). The Bowl and Urban Stage stages will be active on the last day of the festival to host the Skateboarding Bowl competitions (male and female) and the finals of the national Breaking circuit respectively. Finally, Manzanares Town, a space located on the banks of the river, will host urban art exhibitions by the best local artists on Saturday and Sunday.

The event will have a big presence on television, as Teledeporte will be in charge of the TV coverage of the finals with Spanish voice-over, with extensive programming throughout the weekend. In addition, it will also be possible to follow the event in streaming on the Urban World Series Youtube channel with commentary in English. In addition, the multinational company IMG will be the worldwide distributor of the broadcast, and will offer the grand finals through its EDGESport channel. Madrid Urban Sports will also be available on the Olympic Channel after the debut of skateboarding and BMX as Olympic sports in Tokyo 2021 or on MCS Extreme in France with commentators in French.

The support of the Madrid City Council together with the Business Forum have been essential for Madrid Urban Sports to be the first major international event of sport and urban culture held in the city with the aim of turning the Spanish capital into the world capital of sport. SevenMila, a company with extensive experience in sporting events, is the organising company.



MADRID URBAN SPORTS IN NUMBERS

- Central Park will occupy 924m², while Street Plaza, 616m².
- **More than 350 athletes** from **25 different countries** will participate in Madrid Urban Sports 2021.
- In this edition, 8 international sports competitions will be held in 6 sports in different modalities: **BMX, Scooter and Skateboarding, Roller Freestyle, Breaking and Basketball 3x3**. In the national category, the Madrid Urban Sports hosts the Breaking, BMX, Scooter and Basketball 3x3 competitions.
- **25 local graffiti artists** will exhibit their work live in Manzanares Town.
- Between the sports competitions in Central Park, the Street Plaza and the Bowl, **up to 8 showcases** will be held with renowned rap and trap artists from the local Madrid scene under the name imagin Flex Moments.

COMPETITION

THE MOST OUTSTANDING RIDERS

Madrid Urban Sports is an event of great importance at European level and recognised in the world of urban sports, both in Europe and in the rest of the continents. Spectators will be able to see great BMX, Skateboarding, Scooter, Breaking and Roller Skate riders.

Three months after the Tokyo Olympics in the debut of urban sports, Central Park and Street Plaza will host medallists and Olympians for the best international competitions. In skateboarding, Olympic finalist Angelo Caro will be the top favourite, followed by big names such as Spain's Danny Leon, representing the Spanish national team in Tokyo, Brazil's Joao Lucas and Ivan Monteiro, Argentina's Mauro Iglesias and Slovakia's Richard Tury.

In BMX, Olympic athletes and big international names will be fighting for victory: Daniel Dhers, silver medallist at the Tokyo Games and recent gold medallist at Extreme Barcelona; American Olympian Nick Bruce and Argentinian Jose "Maligno" Torres.

The list of outstanding athletes in Scooter Park is very long, with names such as Roomet Säälík, Dante Hutchinson, champion of the 2017 World Cup final held at Extreme, Frenchman Esteban Clottes or Englishman Jamie Hull.



Another of the Scooter modalities that will land in Madrid and which is at its peak is Street, with a Dream Team of riders captained by the world champion, Lucas DiMeglio, followed by big names such as Niko Kylvälä, Jonathan Perroni or Axel Germaine.

The medal options in this category are very clear with four great representatives: Luis Barrios, Carlos Ravello, Pol Roman or Guifré Obradors.

Madrid Urban Sports promotes women's competitions as part of its official sports programme. Women will be represented in Skateboarding, BMX, Roller Freestyle and Breaking.

In Skateboarding, the Spanish Olympian Julia Benedetti, the French Olympian Charlotte Hiym, the Brazilian Virginia Forte or the Dutch Candy Jacobs stand out, while in BMX the Villegas sisters, from Colombia, will be the main favourites. In addition, Meri Muñoz, in Roller Freestyle, will be the top Spanish representative with a view to winning a medal.

Madrid Río-Matadero hosts the best Breaking competition, an event that is part of the National Breaking Circuit with five categories (Minikids, Kids, Junior, Bboy and Bgirl) and will feature renowned judges such as MeFO, Danny Dann and Kadoer.

MADRID URBAN SPORTS COMPETITIONS

BMX

- Central Park

SCOOTER

- Central Park
- Street Plaza

BREAKING

- Urban Stage

SKATE

- Street Plaza
- Bowl

ROLLER FREESTYLE

- Central Park

CULTURAL OFFER

The second main focus of Madrid Urban Sports is on urban culture and therefore has a wide range of music and urban art on offer. The days of Friday 8, Saturday 9 and Sunday 10 October will be marked by a wide range of cultural experiences linked to art and music as the main protagonists.



MANZANARES TOWN: Madrid Urban Sports will offer a showcase for urban art with the conversion of the space located on the banks of the Manzanares River into an avenue where artists with a 100% local stamp can share their passion, spray paint. In this way, Manzanares Town is a call to all those graffiti artists of different styles and personalities who want to express their creativity and show their best designs in a liveshow with recyclable supports.

imagin FLEX MOMENTS: Music will also take centre stage beyond the music stage and will be present in Central Park and Street Plaza during the breaks between sports competitions under the Flex Moments, a 15-minute showcase led by local urban music artists. Music and sport will come together on the same stage under the voices of Pedro LaDroga, Lix Molina, Flaccosucio, Gloosito, Free Sis Mafia, NFX, Daniela Garsal and other great guest artists.

YOUNG BLOOD by URBAN ROOSTERS (freestyle battle): Young Blood was born as a new freestyle battle for the city's local talent by Urban Roosters. From a previous online selection on the Urban Roosters website, 16 competitors challenged each other on stage in the finals of the battles, in a format lasting 80 minutes in total. The finalists will face renowned figures in the grand finale, such as Elekipo or Babi, two great improvisation references.

COMPETITION SCHEDULE

FRIDAY 8TH OCTOBER 2021

Central Park

11:00 - 14:30 BMX Men Open Qualifier

15:30 - 16:30 Final BMX Women

Street Plaza

17:00 - 22:00 Young Blood Battle

SATURDAY 9TH OCTOBER 2021

Central Park

12:30 - 14:30 Semifinal BMX Men

15:15 - 16:10 Final Scooter Spain Cup

16:10 - 18:50 Semifinal Scooter Men



Street Plaza

11:30 - 13:00 Semifinal Skateboarding Men

14:30 - 15:10 Final Skateboarding Junior

19:20 - 20:00 Final Skateboarding Women

20:20 - 21:15 Final Skateboarding Men

SUNDAY 10TH OCTOBER 2021

Central Park

10:00 - 10:45 BMX Junior Final

12:15 - 12:55 BMX Spain Cup Final

13:05 - 13:45 Roller Freestyle Women's Final

16:10 - 16:45 Roller Freestyle Men's Final

17:15 - 18:15 BMX Men's Final

18:40 - 19:20 Scooter Men's Final

Street Plaza

10:30 - 12:00 Scooter Spain Cup Final

14:00 - 16:00 Scooter Men's Semifinal

20:05 - 20:50 Scooter Men's Final

Bowl

11:00 - 14:00 Skateboarding Men's Final

Urban Stage

10:00 - 12:00 Breaking Mini-Kids, Kids, Junior's Filtros, TOP-16, TOP-8

12:00 - 12:30 Breaking Mini-Kids, Kids, Junior's Semifinal

12:30 - 13:00 Breaking Mini-Kids, Kids, Junior's Final

15:00 - 18:00 Breaking BBoy, BGirl's Filtros, TOP-16, TOP-8

18:00 - 18:30 Breaking BBoy, BGirl's Semifinal

18:30 - 19:00 Breaking BBoy, BGirl's Finals



TV & STREAMING

Nationally on the Teledporte channel, with live races.

In English via streaming on the official Youtube channel, on EDGE Sport, on the Olympic Channel and in French on MCS Extreme.

Throughout the weekend, 7 finals of this first on-site edition will be broadcast live. Televisión Española, through Teledporte, its thematic sports channel, will cover the event that will take place in Madrid Río - Matadero.

Through this broadcasting of the Teledporte channel, which covers the whole Spanish territory, Madrid Urban Sports extends its broadcasting to Spanish and international level through different platforms. On the one hand, each of these 7 finals can be followed in live streaming through the Youtube channel Urban World Series, with commentary by the technical specialists of each sport in English.

Beyond the networks, Madrid Urban Sports can be seen in more than 50 countries through the sports channel EDGE Sport, owned by the multinational IMG. Its distribution potentially reaches more than 900,000,000 households. EDGE Sport can not only be watched via classic television, but also on digital platforms such as Amazon, Roku, Samsung, Youku or PlaystationVue, among others.

Now that both Skateboarding and BMX are Olympic disciplines, Olympic Channel will also offer the 7 finals via its online platform.

From France, they will be available in the local language on MCS Extreme.

Finals live streaming schedule

Saturday 9th october 2021

19:15 - 20:05 Skateboarding Women's Final

20:15 - 21:05 Skateboarding Men's Final

Sunday 10th october 2021

13:00 - 13:50 Roller Freestyle Women's Final

16:10 - 16:50 Roller Freestyle Men's Final

17:10 - 18:20 BMX Men's Final

18:35 - 19:25 Scooter Park Final

20:00 - 21:00 Scooter Street Final



FACILITIES

CENTRAL PARK, STREET PLAZA, BOWL, URBAN STAGE AND MANZANARES TOWN ARE THE VENUES FOR MADRID URBAN SPORTS 2021.

CENTRAL PARK

The Central Park will be the epicentre of the event in terms of competitions, with the participation of athletes and Olympic medallists such as Daniel Dhers and Nick Bruce. The public will be able to enjoy the best sporting spectacle in a very complete Central Park, with many creative variations to be able to use its modules and dimensions worthy of a world championship.



The Central Park will be the largest construction to be carried out by Madrid Urban Sports. A large park with ramps up to 4.5 metres high that will host the BMX, Scooter and Roller Freestyle competitions.



This large facility will consist of 40x24 metres of skateable surface, delimited by large 4-metre quarter pipes at both ends with some modules that will make the difference in the competitors' rounds. A big bank, the huge wallride and the middle area composed of funbox and spines will delight riders and spectators.

STREET PLAZA

The street plaza will be a much more technical circuit and will be the venue for the men's skateboarding, women's skateboarding and scooter competitions. This 39x14 metre circuit will be made up of a series of modules based on railings, kerbs, stairs, pyramids and quarter pipes. The most technical riders will be in charge of showing off their talent and tricks on this circuit, which will be one of the main focuses of attention during Madrid Urban Sports.



BOWL

The Bowl will be another of the great attractions of this Madrid Urban Sports. This discipline will be held at the Madrid Río Skatepark's own Bowl. The competition will consist of a 2-hour



JAM Session that will bring together, among others, the three great national Olympic athletes: Danny León, Jaime Mateu and Julia Benedetti. These skaters, along with some international representatives, will fight for €4,000 in prizes and the Bowl competition will award prizes to the best male and female rider, the best line, the best trick and the craziest fall, among others.

Everything is ready to offer the best sporting spectacle, with the best national skaters, the presence of top European skaters, Latin American and US residents along with some promising skaters who were present during the Olympic dream in Tokyo.



URBAN STAGE

The Urban Stage will host the official competition of the Spanish Breaking Championship. The best BBoys, BGirls and BKids of the country will show their talent on this stage to get the desired gold medal and points for the final classification of the state championship. On October 9th, the first edition of the Madrid Urban Sports Breakdance Battle will take place and we will enjoy a show that will not leave you indifferent.



MANZANARES TOWN

The Bowl will be another of the great attractions of this Madrid Urban Sports. This discipline will be held at the Madrid Río Skatepark's own Bowl. The competition will consist of a 2-hour JAM Session that will bring together, among others, the three great national Olympic athletes: Danny León, Jaime Mateu and Julia Benedetti. These skaters, along with some international representatives, will fight for €4,000 in prizes.

The Bowl competition will award prizes to the best male and female rider, the best line, the best trick and the craziest fall.

COVID-19 PREVENTION PROTOCOL

Madrid Urban Sports will be attended by the public in this 2021 edition, but due to the limitations derived from covid-19, the number of people attending the different Parks will be limited according to the measures established.

In this context, the organisation has worked on a protocol to guarantee the safety of athletes, workers and attendees. To this end, there will be people responsible for the protocol who will be in charge of validating and controlling that the protocol is complied with.

The public will have open circulation around the entire Park and there will be capacity control points in each area. In accordance with the regulations, temperature controls will also be carried out. Within each facility, attendees will keep the established safety distance of one and a half metres and the use of masks will be compulsory throughout the entire site, even if it is an open-air space.

CONTACT

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