



Press release

Amsterdam 17 juli 2007

URBAN ACTION | Freestyle Event | September 8&9 2007 | NDSM-Wharf Amsterdam

Freestyle sports | stunts | demo's | [air] shows | battles | workshops | performances | music | stage | games&gadgets | streetart, fashion & photography | Entertainment |

Featuring “The European Championship Streetbike Freestyle”

FREESTYLE EXTRAVAGANZA

Coming to Amsterdam's on the 8th and 9th of September 2007 is URBAN ACTION - a freestyling feast of sport, culture and art.

With shows, workshops and demonstrations designed for involvement, everyone can try out some of the many attractions like freerunning, urban golf, trialbike riding, capoeira, BMX, pocketbikes and more.

In the European Streetbike Freestyle Championship, motorbike stunters from all around Europe and abroad battle it out with feats of agility, balance and technique to see who will take the title of European Champ, right here in Amsterdam.

See aerial adrenaline in action as flying birdmen drop from a plane, and soar with special suits over great distance to land perfectly in the heart of the URBAN ACTION arena.

Located on the NDSM terrain is the monument crane, to be seen from far and wide. This shall be the new site for a record breaking, low-level attempt by the GoFast basejumper.

Alongside this, at 36m high, is the grand flying fox. One and all may climb up and feel the spectacular rush of wire-flying, out and over the event crowd.

Bringing street culture into a single environment, you may see and experience a variety of urban expression. Street art and photography, DJ demos and street dance are all incorporated to allow you to feel the atmosphere of today and the direction of urban culture for tomorrow.

Along with urban street culture comes fashion. For the URBAN ACTION audience fashion designers will be presenting their special work. Innovative shock-resistant suits, designed especially for stunt applications and sportsmen and women, will also be displayed and tested right before your eyes.

Throughout the event, bands, performers and DJ's will provide stimulating entertainment with special appearance from the performing arts institute, ISH!

URBAN ACTION.

Adrenaline, learning, excitement. A spectacle not to be missed.

Website: www.urbanaction.eu

Tickets & Prices

Presale [via website www.urbanaction.eu]

Day pass €7,50-€12,50

PassePartout [2-days] €12,50-€20,00

At the event

Day pass €10,00-€15,00

PassePartout [2-days] €15,00-€22,50

Location: NDSM-wharf Amsterdam-Noord [direct ferry boat from Central Station]

Hours: 10:00-22:00

Note for the press:

For more info, look on www.urbanaction.eu

For additional information or interview applications call **+31 [0] 6 48 76 52 41**

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