

# WAKE STOCK

WAKEBOARDING  
WORLD SERIES



## WORLD'S BIGGEST WAKE FESTIVAL RETURNS TO COLLINGWOOD, ON BANDS ANNOUNCED: PUBLIC ENEMY, ALEXISONFIRE, CRASH KINGS!

WWA WAKESTOCK WORLD SERIES • AUGUST 6-8 • COLLINGWOOD, ON CANADA

Presented by MONSTER ENERGY

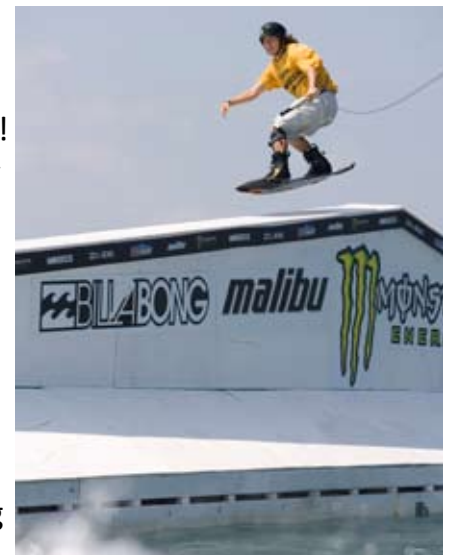
May 15, 2010, Collingwood, ON, Canada: WAKESTOCK – the world's premiere wakeboarding festival and Canada's biggest wake, action sports and music festival returns to Collingwood, Ontario for three days of boarding, bands and bikinis including Canada's only WWA World Series pro wakeboard and wakeskate event.

BANDS ANNOUNCED: Hip hop legends **Public Enemy** and Canada's preeminent post-hardcore band **Alexisonfire** will headline WAKESTOCK! Two truly amazing live acts performing on Wakestock's Monster Energy main stage. This is the most incredible headline combo in Wakestock's 13 year history!

ALSO announced are the chart-topping **Crash Kings** plus indie faves **USS** featuring special guest Canadian Hip Hop legend **Maestro Fresh Wes**; plus **Hollerado**; and **KO!** Stay tuned for more bands and DJs tba!

WAKESTOCK is the world's premiere and longest-running wakeboarding festival, part of the WWA Wakeboard World Series featuring the planet's best wakeboarders and wakeskaters. The **Billabong Pro Wakeboard** and **Malibu Boats Pro Wakeskate** finals and take place Sunday August 8 featuring the new Malibu VLX Wakesetter, the official towboat of Wakestock.

Wakeboarder of the Year and Wakestock 2009 Champion **Aaron Rathy** of Canada



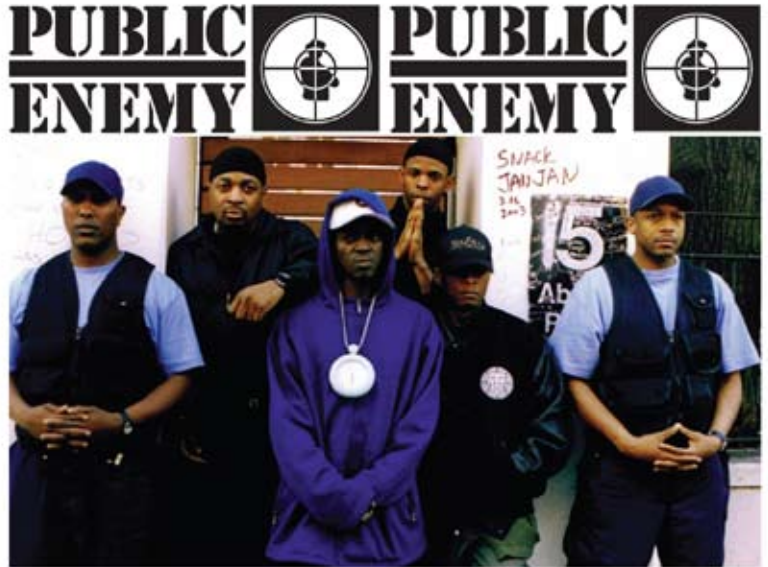
will be back to defend his title against young gun sensations **Harley Clifford** and **Bob Soven** and past Wakestock champions **Rusty Malinoski**, **Phillip Soven** and many more!

Five-time Wakestock Wakeskate Champion **Brian Grubb** will return to defend his title against the biggest names in wakeskating.

Wakestock also features Canada's largest Amateur Wakeboarding Championship showcasing the country's best up-and-coming riders and debuting the new 2010 Axis wake boat.

PLUS the Wakestock action sports marketplace with tons of shopping deals, Miss Wakestock bikini contest, skateboard park, film premieres, legendary parties, new expanded wakeboard spectator viewing and much, much more.

EARLY BIRD TICKETS including a three-day festival pass are on sale now at [www.Ticketmaster.ca](http://www.Ticketmaster.ca).



Wakestock 2010 – three days of boarding, bands and bikinis presented by Monster Energy, in conjunction with Coors Light, Billabong, Malibu Boats, Schick, 102.1 the Edge, and SBC Wakeboard, Skateboard, and Surf Magazines. Wakestock takes place August 6-8 at Millennium waterfront park in Collingwood – Ontario, Canada's action sports playground destination just 1.5 hours north of Toronto.

### **Wakestock 2010 Schedule**

**Friday August 6** – Wakestock Amateur Championship, Pro Practice & Family Day

**Saturday August 7** – Wakestock Pro Wakeboard and Wakeskate Qualifications; Live Bands

**Sunday August 8** – Wakestock Pro Wakeboard and Wakeskate Finals; Live Bands

**For more info: [www.Wakestock.com](http://www.Wakestock.com).**

**About Wakestock:** *The world's largest, longest standing and original wakeboarding, action sports & music festival, Wakestock pioneered the genre with it's ground-breaking establishment in 1998 in Bala, Muskoka, Canada! There have been many imitators around the world in recent years, but none come close to the original, real deal!*

*Wakestock™ is owned and produced by SBC Events Inc, an independent Canadian production company specializing in action sport & youth lifestyle marketing, in association with SBC Media Inc., publisher of Canada's leading action sports magazines and websites. "Wakestock™", "Wakestock World Series™", "Wakestock Festival™" and "Wakestock Action Sports & Music Festival™" are trademarks of SBC Media Inc. in Canada, the United States and/or other countries.*