

# Youth and Extreme Sport

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How to encourage young people to be more into Extreme Sports?



# Extreme Sports are different than traditional sports

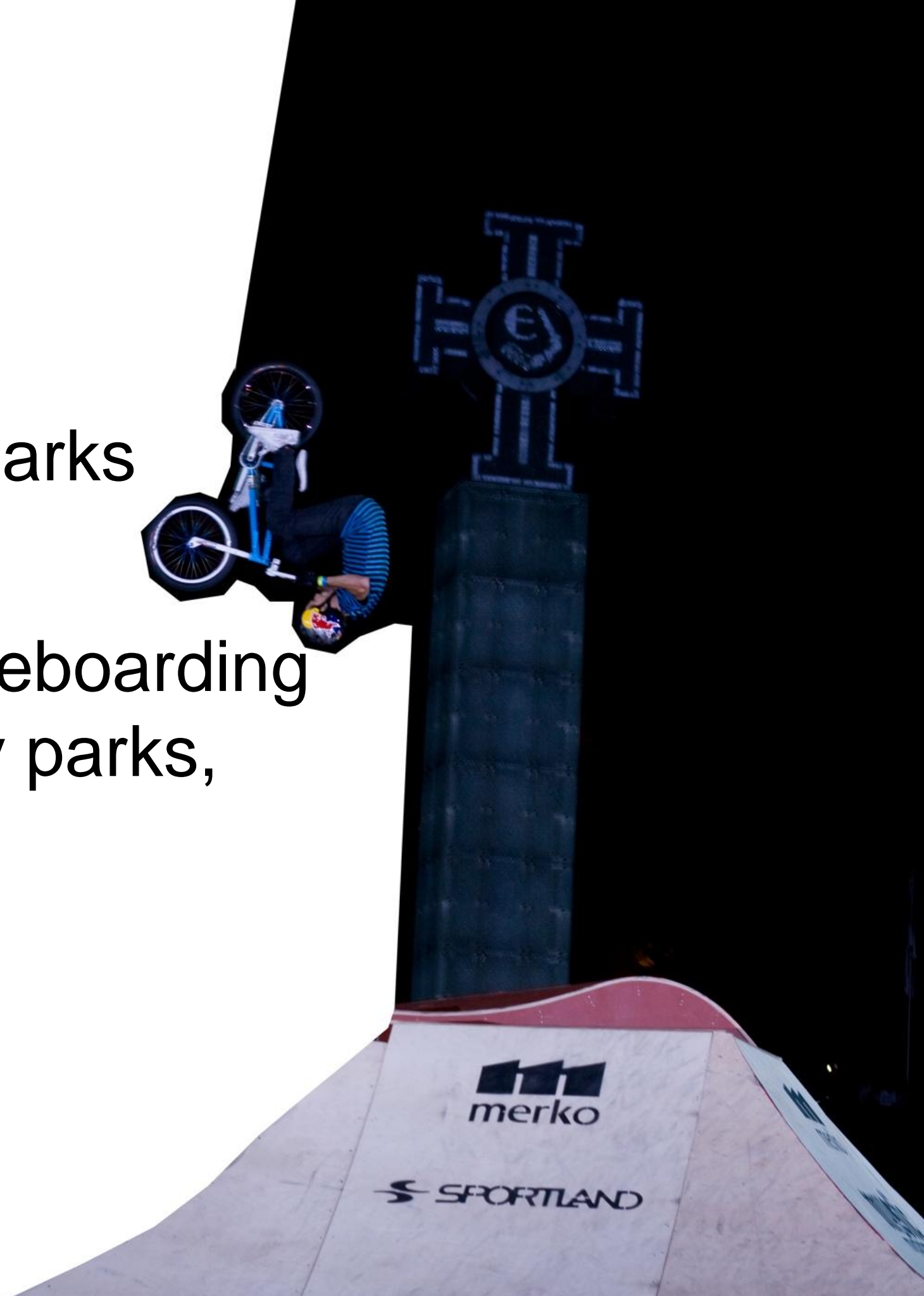
- Lifestyle oriented sports
- No trainers
- No sport schools
- No head organizations

# What do we need to make Extreme Sports popular?

- Good/attractive facilities
- Local heroes
- Small fire events as well as big international events
- Special media

# Facilities

- Public outdoor skateparks and miniramps
- Special spots for skateboarding and BMX riding in city parks, squares etc
- Indoor skateparks





# Local Hero

- Like every other sport, extreme sports need heroes that youngsters admire





# Events

- Riders to riders events in local skateparks
- Large scale international events
  - Top level riding
  - Heroes
  - Media attention!





# Special Media

- Information based media
- Visual based media





# Estonia

- Appr 3000-4000 active skateboarder, BMX rider and inline skater in Estonia
- 1000-2000 passive
- male sports, 95%
- More than 1500 BMX bikes sold in period 2008-2009
- 833 questionnaire answers



# Estonia

- More than 50 public outdoor skateparks and smaller ramps
- 7 Indoor skateparks









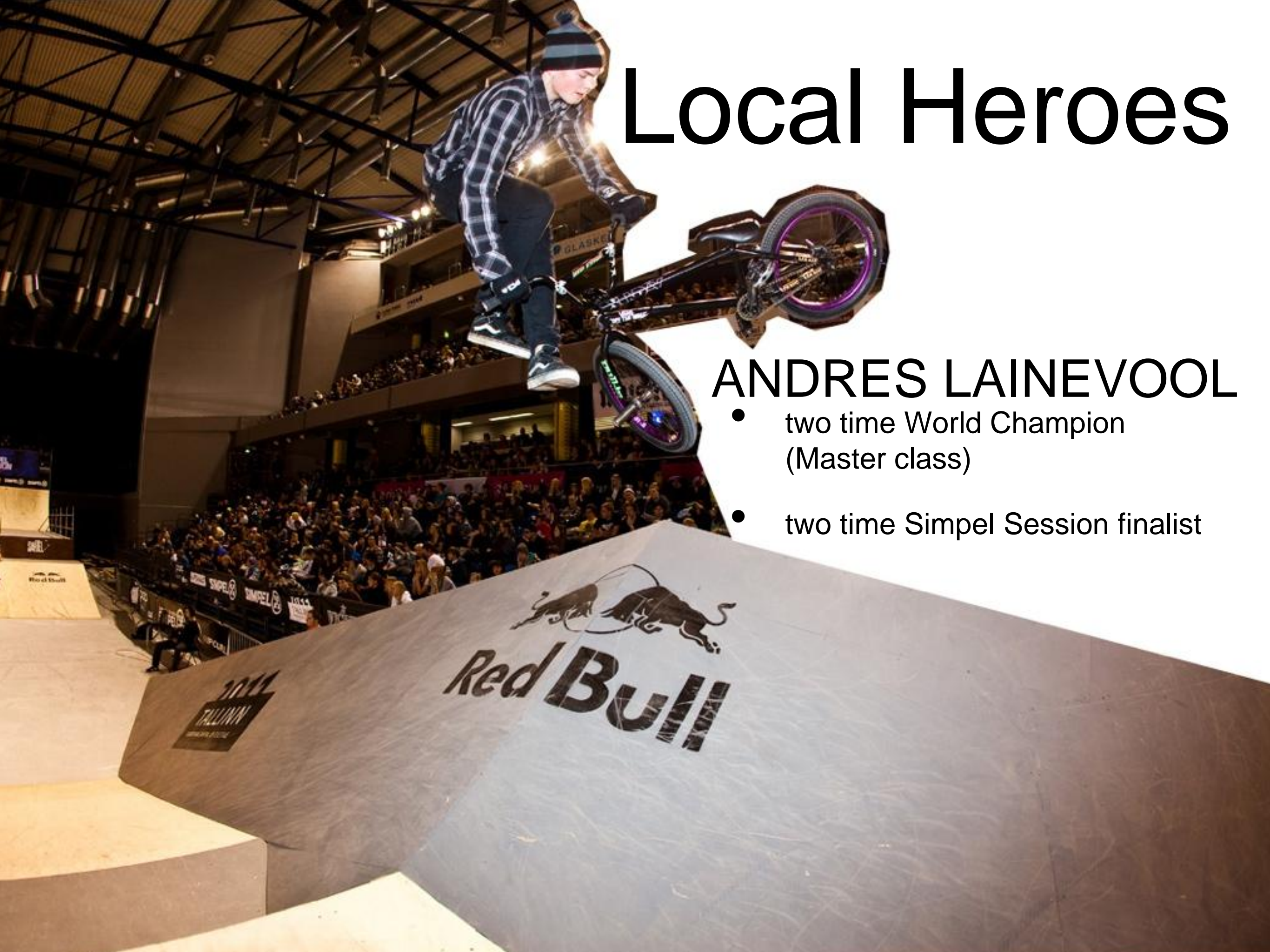
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are needed to see this picture.



# Local Heroes

## ANDRES LAINEVOOL

- two time World Champion (Master class)
- two time Simpel Session finalist





# Simpel Session

- International BMX and skateboarding festival
- Simpel Session 10 hosted 210 World top skateboarders and BMX riders from 30 countries
- Simpel Session was viewed by 10 000 people at the Arena and by 210 000 people all over the World live on Internet
- In just 5 weeks after Simpel Session more than 1.2 million people had watched videos about the event in Internet
- Simpel Session reached to almost all major extreme sports related TV channels and shows - Fuel TV (USA), Extreme Channel (Europe, Asia), ESPN Brazil and many more





# Estonia

- DONE...
- Relatively good amount of public outdoor skateparks, geographically widespread
- Big international event - Simpel Session that brings large media coverage
- Extreme sports related media (Sahtel magazine and 2-3 internet portals)

## STILL TO BE DONE...

- Some outdoor skateparks in poor condition
- Not enough good level indoor skateparks, specially in Tallinn and one leading extreme sports center
- Local extreme sports enthusiasts too weak to organize local workshops, events etc



# Thank You!

- Visit also Simpel Session website  
[www.simpelsession.com](http://www.simpelsession.com)