

McCONKEY

"McCONKEY" MOVIE TOUR WILL KICK OFF IN SQUAW VALLEY

*FOLLOWING FILM'S DEBUT AT THE 2013 TRIBECA FILM FESTIVAL,
RED BULL MEDIA HOUSE ANNOUNCES MULTI-PLATFORM DISTRIBUTION PLANS FOR
INTIMATE PORTRAIT OF WORLD-CLASS ATHLETE SHANE MCCONKEY'S LIFE*

TICKETS GO ON SALE TODAY

Santa Monica, Calif. – August 13, 2013 – The highly anticipated release of the feature-length documentary film "[McConkey](http://www.mcconkeymovie.com)" was announced today by its distributor Red Bull Media House, which co-produced the film with Matchstick Productions. "McConkey" will go on the road this fall with one-night screenings in over 20 locations, including a special film tour premiere in Shane McConkey's hometown of Squaw Valley, Calif. on October 5, for which tickets go on sale today at www.mcconkeymovie.com.

Hosted by Squaw Valley Resort, Red Bull Media House, and Matchstick Productions, the premiere in Squaw Valley promises to be one of the biggest nights in the ski community this season and an unmissable event for those wishing to be among the first to experience this amazing story. The public is invited to this celebration of Shane's life, which will be attended by his closest friends and family as well as by the filmmaking team. Conveniently located in the Olympic Valley community at the heart of Squaw Valley, the outdoor venue for the all-ages event will open at 5:00 pm local time, with the screening to start at sundown. Attendees are advised to dress accordingly, and blankets and chairs are welcome. After the movie, the night will be topped off with a live musical performance by a surprise guest artist. Tickets are \$15. In the event of cancellation due to inclement weather, a backup screening will be scheduled indoors on October 6 at nearby Olympic Valley Lodge. No outside alcohol will be permitted into either venue.

"Shane was a legend and thankfully an unstoppable force of creativity, energy and vision – we're so proud that he called Squaw Valley home," said Andy Wirth, President and CEO of Squaw Valley and Alpine Meadows. "It's that fact, and so much more, which makes us so very proud to host the tour premiere of this incredible film at our mountain and at the base of KT 22, in the shadow of the Eagle's Nest summit known as 'McConkey's.'"

"McConkey" will open theatrically in Los Angeles and New York in October and will have its European premiere at Spain's San Sebastián Film Festival. On October 8, "McConkey" will be released for digital download and rental through iTunes and other digital retailers including Google Play, XBOX, PlayStation, and Vudu; and a 3-in-1 collector's edition will be released on DVD/Blu-ray through the film website and at retail. Fans will also be able to rent the film this fall through major cable, telco and satellite providers.

"Red Bull Media House is proud to release a film about Shane McConkey," commented Werner Brell, Managing Director of Red Bull Media House North America. "We want the world to know who Shane was and how he lived his life to the fullest. The motivation for this multiplatform distribution approach is to give back to the family and inspire a broad audience. Proceeds from the film will go to a trust set up in the family's name."

Produced by Red Bull Media House, in association with Matchstick Productions, and directed by Murray Wais, Steve Winter, Scott Gaffney, David Zieff and Rob Bruce, "McConkey" celebrates the life of one of the world's ultimate innovators: Shane McConkey. Featuring incredible action footage and Shane's own home videos, "McConkey" offers a rare look at his most intense risks as well as an intimate portrait of his personal life.

For details, including tickets and updates for the Squaw Valley kickoff, and behind-the-scenes videos of Shane, his family and friends, visit www.mcconkeymovie.com. Fans are encouraged to follow the [McConkey Movie Facebook page](#) and @ShaneMcConkey for the latest information. Free for editorial use, high-resolution photos and text materials about the film can be downloaded at www.redbullcontentpool.com.

Contact

Maddy Zeringue / Red Bull Media House Communications
Maddy.Zeringue@us.redbullmediahouse.com; 310.460.5110

###

McCONKEY

About "McConkey"

"McConkey," a feature-length documentary from Red Bull Media House in association with Matchstick Productions, is a heartfelt examination of the legacy one athlete left to the progression of his sports, and the path he paved to conquer his dreams. Shane McConkey is revered as a pioneer of freeskiing and ski-BASE jumping, and through his talent and ability to use his trademark irreverent humor, he inspired countless lives. Through interviews with friends, family, and other action sports legends, the film celebrates Shane and the way he lived. www.mcconkeymovie.com

About Squaw Valley

Host of the 1960 Winter Olympics, Squaw Valley is internationally renowned for legendary terrain that spans 3,600 skiable acres, six peaks and 30 chairlifts, and ranges from an expansive mountaintop beginner area to unrivaled expert steeps, trees and bowls. Off the mountain, families relax in The Village at Squaw Valley around cozy fire pits or enjoy a host of restaurants, bars, boutiques and art galleries. Guests can stay in one of The Village at Squaw Valley's one, two or three bedroom suites, each with a fireplace, kitchen and balcony, for the ultimate slopeside lodging experience. Squaw Valley and Alpine Meadows joined forces in November 2011, bringing the two ski resorts under common ownership. Skiers and riders can access 6,000 skiable acres, 43 lifts, six terrain parks and 270+ trails at Squaw and Alpine Meadows on one lift ticket or season pass. For more: www.squaw.com, www.skialpine.com

About Matchstick Productions

One of the last truly independent film companies, and history's most award-winning ski movie company, Matchstick Productions (MSP) creates and licenses content spanning the range of action sports. Their ultra progressive camera techniques, editing, and production value have allowed them to share the progression of innovators like Shane McConkey, who chose to film with MSP consistently through the prime of his career from 1995 through 2009. MSP has released more ski movie of the year titles (and earned more Powder Movie of the Year honors) than any company in existence and has been nominated for six Sports Emmy Awards. Red Bull Media House has worked with MSP for much of the last two decades, and it commissioned MSP for "McConkey" due to the company's premium photography as well as its long and rich history and friendship with Shane. www.mspfilms.com

About Red Bull Media House

Red Bull Media House is a global media company that produces, distributes and publishes authentic content and inspirational entertainment programming in the action sports and lifestyle genres. From film to television, print to digital media, music and games, the company's products can be experienced on the latest devices and platforms, fascinating audiences worldwide. Among other projects, Red Bull Media House was responsible for the documentation and multi-platform distribution of the [Red Bull Stratos](#) mission, which held the world's attention in 2012 delivering the most-watched live stream in history. For more information visit www.redbullmediahouse.com.