

McCONKEY

"McCONKEY" MOVIE AVAILABLE THIS OCTOBER NATIONWIDE

*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*

FILM TO OPEN THEATRICALY IN NEW YORK & LOS ANGELES ON OCTOBER 11, 2013

Santa Monica, Calif. – August 13, 2013 – The highly anticipated release of the feature-length documentary film, "[McConkey](#)," was announced today by its distributor Red Bull Media House that co-produced the film with Matchstick Productions. "McConkey" will go on the road this fall with one-night screenings in over 20 locations including the 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. On sale October 8, "McConkey" will be released for digital download and rental through iTunes and other digital retailers including Google Play, XBOX, Playstation, and Vudu. A 3-in-1 collector's edition will be released October 8 on DVD/Blu Ray through the film website and at retail.

The film will also open theatrically in Los Angeles and New York on October 11. In Los Angeles, the film will open at the Regent Theatre in Brentwood. In New York, the film will open at the Village East Cinema. Fans will also be able to rent the film this fall through major cable, telco, and satellite providers nationwide. "McConkey" will continue to release on additional platforms and channels in 2014.

"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."

Internationally, the film will have its European premiere at the San Sebastián Film Festival in Spain in late September followed by country-specific screenings throughout Europe. On October 3, "McConkey" will be the main feature at "Heroes By Nature," a new cinema showcase of action sports and adventure movies that engage audiences with live access to athletes and filmmakers on a monthly basis. Full details on the international release of "McConkey" will be available in the coming weeks.

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.

"McConkey" is the latest of eight films released in the last two years by Red Bull Media House and follows the media company's most successful release to-date, "[The Art of Flight](#)," which is the most viewed, celebrated, and commercially successful snowboard film in history.

For the complete tour schedule, to purchase tickets to the Squaw Valley tour premiere, find out where to buy "McConkey" on October 8, and to view [behind-the-scenes videos of Shane, his family and friends](#), visit www.mcconkeymovie.com. Tickets to all other film tour screenings will become available over the next few weeks. 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 <http://www.redbullcontentpool.com/McConkey>

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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 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.