

## Eisenbergs 15<sup>th</sup> Annual Hoedown Weekend, October 28-30, 2011

### Red, White And Boo!

Eisenbergs 15<sup>th</sup> Annual Texas Showdown at the Hoedown will be held October 28-30 at Eisenbergs Skatepark in Plano. About fifty athletes from the around the world will compete for cash prizes in this select aggressive inline skating competition. Past years have brought contestants from as far as Australia, United Kingdom, France, Japan, China, Germany and Spain.

The Hoedown is a "session style" contest where skaters compete in a group, just as they would while skating with their friends on the streets. The competitors decide among themselves who will advance and the field is narrowed down throughout the evening until only the top five skaters remain for the final showdown. There are no judges and no timed runs.

The Hoedown kicks off at 11pm on Friday night, with a lock-in featuring the premiere of local skater and filmmaker Brian Moore's new video, "The City Never Sleeps". Skaters, bikers and scooter riders can ride all night with pro inline athletes including the skatepark's namesake, Arlo Eisenberg.

Saturday afternoon prior to the main event, icons and legends of the industry will compete in the "Rusted Guns" competition. A trade show coincides with the Rusted Guns contest.

7PM Saturday night is the main event, where the premier skaters compete in "The Showdown" while DJ WREKSHOP provides music. Natalie Gore, a local musician who films the Natalie Gore Show for the Central Motorcycle Road racing Association, is going to kick off the event by singing The National Anthem. With this in mind and the fact that the event is near Halloween, the Hoedown's theme this year will be Red, White and Boo!

Entrants will receive goody bags donated by the Plano CVB. Eisenbergs is proud to add the City of Plano, CVB as a sponsor this year.

Sunday afternoon events feature the "Young Guns Showdown" for the youngest skaters and then the final contest, the "Most Wanted Showdown", which is an open age group competition.

Eisenbergs' annual Showdown at the Hoedown was the first contest of its kind when it was introduced in 1997. 1996 X Games gold medalist Arlo Eisenberg conceived of the Hoedown as an alternative to the conventional contests that dominated action sports at the time. "Choreographed runs, where skaters go out alone and perform a timed run in front of judges just seemed so unnatural to me", said Eisenberg. "It had very little to do with the way we actually skated." Eisenberg conceived a format that reflected the unstructured, artistic athleticism at the heart of the individualistic action sports culture. The Hoedown format became an instant hit with competitors and spectators alike and inspired other "alternative" contests.

But the Showdown at the Hoedown remains the original most revered event of the skating season. Every October the world's best rollerbladers make the pilgrimage to Plano, Texas for the contest that started it all.

Contestants and interested sponsors should contact Vicki Eisenberg at 972-918-9593 or [Vicki@eisenbergs.com](mailto:Vicki@eisenbergs.com). For more information: [www.eisenbergs.com/hoedown.php](http://www.eisenbergs.com/hoedown.php).