



News from the Office of the Mayor

Mayor Sylvester “Sly” James, Jr.

City of Kansas City, Mo.

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FOR IMMEDIATE RELEASE

Rob Dyrdek Foundation, Street League Skateboarding and Mayor James to announce donation for skate plaza

Joint press conference with Dyrdek and Mayor James on Wednesday, June 8, 10:30 at City Hall

(Kansas City, Missouri) – In association with Street League Skateboarding™, the Rob Dyrdek Foundation is donating funding and world-class skate features from the Street League DC Pro Tour Fueled by Monster Energy held this weekend at the Sprint Center to the KCMO Parks & Recreation, for the completion of the skate plaza at Penn Valley Park. Rob Dyrdek, Mayor Sly James, and Parks and Recreation Director Mark McHenry will hold a press conference at 10:30 a.m. on Wednesday, June 8 in the City Hall rotunda, located at 414 East 12th Street, on the ground floor.

The skate plaza at Penn Valley Park will be the Rob Dyrdek Foundation's ninth “Safe Spot Skate Spot,” a program conceptualized by Rob Dyrdek that seeks to create safe and legal havens for skaters across the country. The main goals of the program are to provide communities with safe, and legal skate plazas, increase and encourage the active engagement of people in the sport of skateboarding, and design and develop skate plazas in municipalities throughout the world. Additionally, the program provides an alternative option for communities with limited budgets or space restrictions to develop real street-skating locations.

“I couldn't be more proud to partner with Mayor Sly James and the Department of Parks and Recreation to help build a world-class skate plaza here in Kansas City,” said Rob Dyrdek, the Foundation's Founder and President. “Kansas City has done a tremendous job of welcoming Street League Skateboarding and the Rob Dyrdek Foundation, and has demonstrated their strong commitment to skateboarding by building more skate plazas for the thousands of street skateboarders that reside here. I am thrilled to partner with a city that has produced some of the world’s best street skateboarders, including Street League pro Sean Malto, who will be competing in our second Street League Skateboarding event of the year this weekend at the Sprint Center.”

"I am so grateful to Rob and Street League for their generosity to the City of Kansas City, and skaters from across the area. Penn Valley Park has long been where Kansas City comes to celebrate, and the donation of this equipment to its skate park is one more reason why it is one of America's finest urban parks. This weekend, skaters from across the Midwest will come to see the Street League DC Pro Tour at our Sprint Center. Some of the nation's best skate pros have come from Kansas City, and events and equipment like this will continue to keep us on the scene in a big way," said Kansas City Mayor Sly James.

The Street League DC Pro Tour Fueled by Monster Energy Stop Two Finals in Kansas City will broadcast LIVE on ESPN2, Sunday June 12, at 3 p.m. Central. For more information and tickets, please visit www.streetleague.com.

About Street League Skateboarding™

Street League Skateboarding (SLS) is the premier professional skateboarding contest series worldwide. Founded by 20-year professional skateboarder and entrepreneur, Rob Dyrdek, Street League features 24 of the world's top street skateboarders competing exclusively for a groundbreaking \$1.6 million prize purse in a nationwide tour live on ESPN/ESPN2. Driven by the need to enhance the experience of live professional street skateboarding, Street League utilizes the ISX™ instant-scoring format that makes every single trick count. More information is available at www.streetleague.com.

About Rob Dyrdek Foundation

Founded in 2003, the Rob Dyrdek Foundation seeks to create healthy communities by promoting and providing the inherent benefits of skateboarding to all facets of society. The Foundation assists municipalities and non-profits with the design, development, and construction of legal Skate Plazas as well as assists with the creation of community and educational programs that promote and encourage the sport of skateboarding. More information is available at <http://robdyrdekfoundation.org>.

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