



## **Canada's first-ever city centre motorsports competition lands in Calgary**

Free to spectators, Red Bull Outliers will take place at Eau Claire Market Sept. 28

**CALGARY, AB** (August 22, 2019) – Tourism Calgary and Calgary Downtown Association are excited to announce a new – and free – spectator event that will energize Calgary's downtown in late September. Red Bull Outliers, a new head-to-head Enduro competition for professional and amateur motorcross athletes, will take place at Calgary's Eau Claire Market from 11 a.m. to 3:30 p.m. Sept. 28, 2019.

Building on the success of Red Bull Rocks and Logs hosted in Calgary in 2018, the Red Bull Outliers event will bring exciting, challenging and technical elements to Canada's first-ever Enduro event in the middle of a city. Over 200 athletes will test their skills on a custom closed course obstacle track, built by Calgary's own pro-rider Shane Cuthbertson.

"Tourism Calgary is proud to partner with Calgary Downtown Association and Red Bull to bring a unique experience to the core of our city," says Carson Ackroyd, Senior Vice President, Sales, Tourism Calgary. "This event will be unlike anything we've ever hosted in the core of our city, and we look forward to sharing it with Calgarians and visitors."

"This is a one-of-a-kind experience for Calgarians and visitors in the downtown core. We're excited about activating Eau Claire, attracting a youthful and active demographic downtown and leveraging an internationally renowned action-sport brand," says Marco De Iaco, Executive Director, Calgary Downtown Association. "These are initiatives we'll continue to clear the path for, in downtown Calgary."

Red Bull Outliers is a unique event designed to bring a first-ever experience to both competitors and spectators.

A second day of competition will take place two hours east of Calgary near Dinosaur Provincial Park in Steepleville, Alberta on Sunday, Sept. 29. Spectators are welcome.

For more information, please see: [redbull.ca/outliers](http://redbull.ca/outliers)

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### **Join the conversation:**

Website: [redbull.ca/outliers](http://redbull.ca/outliers)

Facebook: [www.redbull.ca/RSVPOutliers](http://www.redbull.ca/RSVPOutliers)

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#RedBullOutliers



**Media assets:**

- Dropbox to current assets and highlight images from Red Bull Rocks and Logs [here](#).
- Red Bull Content Pool: Images for media partners at [www.RedBullContentPool.com](http://www.RedBullContentPool.com).

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