

## SIMPLE SESSION WELCOMES THE BEST STREET RIDERS TO "RIDE THE LIGHTNING"!



SIMPLE SESSION / 16-17 March 2013  
Press Announcement  
18 January 2013

We have seen the course taken by storm by countless amazing riders at the Simple Session. Now it's turn to see, who'll be stealing who's thunder! We are thrilled to announce, that we have partnered up with **Failure Bikes** for the Simple Session 2013 to present you our new Best Trick competition – "**RIDE THE LIGHTNING**"!

**Matt Bischoff AKA the Beard**, founder and owner of Failure Bikes stated: "Simple Session, in my opinion, is one of the greatest contests in the World. The course, the riding, the people behind it – it absolutely rules! I am super stoked to have Failure as a partner in this years event. Can't wait to see everyone **RIDE THE LIGHTNING!**"

"We are really glad to welcome Failure Bikes to the array of our BMX sponsors and looking forward to work together on the lightning bolt best trick feature. It's going to be a treat! World acclaimed park designer Nate Wessel has been tightly connected to Failure Bikes for a long time and we've been designing our courses with him already since 2007. Nice to finally connect the dots! He came up with an amazing course layout again and with the list of prestigious riders already confirmed for the contest, it's going to be historic!" said **Risto Kalmre**, one of the organisers of Simple Session.

**Nate Wessel** himself is also content with the unique feature: "I think it's an amazing concept and will make a ton of crazy tricks happen on it."

The brand new course design along with the "**RIDE THE LIGHTNING**" Best Trick feature will be announced on **Monday 21st of February!**

Failure Bikes team together with it's owner Matt and Nate will be at the Simple Session, along with hundreds of other BMX industry VIPs.

Taking place on 16-17th of March in Tallinn, Estonia, Simple Session is one of the World's premier BMX and skateboarding contest, bringing together the world's greatest riders and skaters for a weekend of incredible action; a true celebration of everything that is amazing about BMX and skateboarding.

For more info on schedule, line-up's, tickets etc. go to [www.simplesession.net](http://www.simplesession.net)

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# RIDE THE LIGHTNING



Simple Session  
Failure Bikes  
Street Best Trick

FAILURE  
BIKES

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