

Tuesday, January 4, 2005

Drop In Season 3 on Global

Press Release

Calgary, AB - The long awaited, much anticipated first episode of the ONLY freeride show on TV will air January 15, 2005 across Canada on Global.

Previous seasons of the series were aired through Sportsnet but in order to get a steady timeslot the show was moved to Global. "It's just going to work out for the best for everyone", says Tim Bieber producer of the hugely popular lifestyle show, "We've had to bite the bullet to be able to afford the time on the largest channel in Canada but I think the investment will pay off in the end for everyone, especially the viewers who'll be able to count on Drop In every Saturday". In addition to a brand new episode every Saturday at 9:30 A.M. viewers in Ontario will get to recap the previous week's episode on Sunday afternoon as a bonus airing.

Breakdown of the television schedule across Canada:

British Columbia:- **1:30 PM** (beginning Sat., Jan. 22 – 1 week later due to football)

Alberta:- **12:00** Saturday, January 15.

Saskatchewan, Manitoba, Ontario, Quebec, Nfld, N.S., N.B., P.E.I.:- **9:30 AM** Saturday, January 15.

Ontario:- **2:00 PM** Sunday, January 23 (bonus airing for the prior week's episode)

"We are only able to make this season happen because of two essential ingredients; the trust and support of the show sponsors, and the fans of the series who follow the show and interact with other fans, riders, and us the Producers through the web", said Mr. Bieber. He goes on to say that the fact there was enough financing for the third season of the series shows the increase in respect for the facet of Freeride within the mountain bike industry. "Season 1 was like having to force candy on a child, it was painful. Now we are seeing companies incorporating Drop In into their long term marketing strategy. They can see that we create the most media exposure in the industry. Period."

The high demand for a third season required a big change in production and the biggest change came with the addition of "The Milkman" Toni Muendel to the FLP crew. Milkman is best known for his silky smooth and progressive editing style which he made known through the Monkeystyle videos and last year's Genesis as well as the United team Skate and Snowboard films. "Seasons 1 and 2 were being edited by people who don't know the sport and were 20 years too old. It was painfully slow and the quality suffered in the edit suite. Now I just ask Toni to show me the episodes when they are done and there's pretty much nothing to fix before going to broadcast. I used to spend a week on fixes alone and still came out unhappy. Now I can spend time doing my job", says Mike Johansen – Producer.

The Season 3 Crew consists of:

Dylan Tremblay – Mellow, quirky, dread haired character obsessed about riding anything & anywhere unique. Dylan returns for his third straight season on the bus. Dylan is regularly stopped on the street for autographs so he gets left behind a lot.

Tyler Klassen – “Super T” is a methodical maniac. He carefully and strategically dissects high consequence moves which sometimes have him hurling himself off of 35 foot cliffs. Tyler is afraid of heights.

Steve Romaniuk – Steve exploded onto the pro mountain bike scene when he appeared as a member of the Drop In Crew for the second season of the series and proceeded to blow everyone away with his super smooth style and stoked personality.

Cameron McCaul – The California Kid show’s a true passion for the sport. When you don’t take your pads off for hours after a session and it’s all you think / talk about it’s an obsession and you can see it in Cam.

Ryan Schnepf – The Newcomer. Ryan stands out as the most consistent and hungry rider on the tour. He quickly became the resident bike mechanic and, being one of the older guys, ties a thread to the real world when things get too surreal.

Season 3 was the most ambitious tour to date. A severe forest fire warning for most of the province of B.C. was the biggest unknown. Praying for rain was the order of the day for the first 3 weeks of the tour. Backcountry closures would mean that if caught in the forest you would be faced with hefty fines. While at many locations editing was started so as to keep everything fresh in the minds of the shooters and riders and to make sure the quality was kept from one episode to the next. A full loop around B.C. was done exploring a lot of ‘unknowns’. With no idea of what would meet them and sometimes no solid guest rider to act as a guide the riders had to become very inventive. Long road trips between locations were common because of the ground covered and before long the crew was praying for sun. 11,000 kms were covered in 75 days, 21 locations in total, and for the first time in three seasons all the riders that began the tour made it to the last episode.

FALL LINE Productions is looking forward to handling its own international distribution for the series starting in '05. “It’s not an easy show to sell to network programmers. It’s just not something that is industry standard for TV and now the people who know the show the best will be making sure that everyone will get to see it, starting with the U.S.” Mr. Johansen goes on to say, “Everyone rides a bike or at least everyone has ridden a bike in their lives. We want freeride to reach the mainstream audience; you don’t need to ride to watch. Just sit back and be wowed by these riders’ skill and confidence”

Airdates for Australia, New Zealand, Europe, Middle East, and the U.S. will be announced as they become available.

Drop In is sponsored by: PINKBIKE.COM, SANTA CRUZ BICYCLES, ADIDAS EYEWEAR, PROGRESSIVE SUSPENSION, and BLOCK 8 COMPONENTS.

Got to www.dropintv.com to see more.