



## 7 Extreme Sports in 7 Hours - Video Series

*Showcasing Vancouver's amazing outdoors through a challenge completing 7 exhilarating sports in 7 hours*

### *Overview*

To celebrate Vancouver's 129 birthday on April 6, 2015 Moves Media will be creating a video series showcasing Vancouver's amazing outdoors and the exhilarating sports. The series will showcase an athlete's mission to complete 7 different extreme sports in 7 hours. The documentary will be covered in 3 segments, each between 5-7 minutes long.

### *Sports Included*

Snowboarding, longboarding, kayaking, mountain biking, rock climbing, wakeboarding, and sky diving.

### *About the Athletes*

Blaise Sack, owner of Moves Media Ltd., has enjoyed an active lifestyle from a young age. He grew up in North Vancouver and has always pushed himself to take on new adventures. Blaise is an accomplished backcountry snowboarder, a triathlete, and an ice hockey player. He found his calling in video marketing after being hired to document some of his adventures for small local businesses in Vancouver. His passion is to showcase the exhilarating activities Vancouver's natural landscape has to offer. Blaise will be accompanied by Tyler Robinson. Raised in Kauai, Hawaii, Tyler is an avid surfer and sports enthusiasts. Tyler is a thrill seeker who jumps on any chance he can to try new and exciting sports and activities.



## Video Details

### *Mood/ Style*

The video will be shot in a documentary format with an organic, cinematic, and exhilarating look and feel.

### *Key Messaging*

Vancouver is an incredible place. The diverse landscape allows unbelievable access to terrain and activities like no place on Earth.

*The video series will be broken into 3 segments as follows:*

### *Overview:*

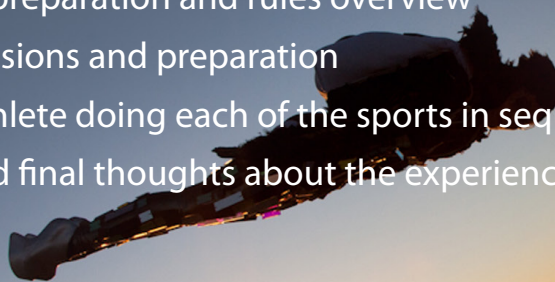
- Introduction to the challenge and reason we are doing it
- Introduction to the team
- Introduction to the proposed course and sports included
- Discussion of challenges and logistics to make this possible

### *Training:*

- Training for the different sports
- Local professional help and input
- Biggest challenges exposed for the athlete
- Areas for potential injury, danger, and problems
- Thoughts and expectations from the team

### *Execution:*

- Coverage of the mission
- Early morning preparation and rules overview
- Logistics discussions and preparation
- Video of the athlete doing each of the sports in sequence
- Celebration and final thoughts about the experience from the athlete



# Route Overview

