

Microsoft's Xbox 360 and ASA Entertainment Team up for Action Sports Tour

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THE XBOX 360 ANTI-GRAVITY TOUR PRODUCED BY ACTION SPORTS LEADER ASA ENTERTAINMENT KICKS OFF ON SEPTEMBER 22ND IN SUPPORT OF THE CAMPAIGN FOR TOBACCO-FREE KIDS

LOS ANGELES (August 26, 2008) – The country’s leading action sports event producer ASA Entertainment (ASA) announced today it will be teaming-up with Microsoft Corporation’s Xbox 360®, the leader in current generation console gaming, to produce an action sports tour, the Xbox360 Anti-Gravity Tour (Tour), that will visit high schools across the country starting September 22nd in support of the Campaign for Tobacco-Free Kids.

The Xbox360 Anti-Gravity Tour will join the drive to reduce tobacco use by today’s youth. The Tour will travel to numerous cities, educating high school students in an effort to prevent kids from smoking, help smokers quit, and protect everyone from secondhand smoke. 2008 marks the 10th year that ASA Entertainment has produced this Tour to support the Campaign and the first year that Xbox 360 has joined in the efforts.

“While the Xbox 360 Anti-Gravity Tour will be a fun, attention-grabbing way for us to reach young consumers, partnering with ASA in their annual efforts to spread the Campaign for Tobacco-Free Kids message gives us a welcome opportunity to tout this important cause. We’re excited to use our next generation of Xbox LIVE® digital entertainment experiences to create a vehicle that will capture kids’ attention and deliver a message so important to their well-being,” states Mike Fischer, General Manager of U.S. Marketing for Xbox and Games for Windows.

“This partnership brings together two great leaders in their respective fields in support of a very deserving cause,” said ASA President Gabby Roe. “Action Sports resonate strongly with high school-aged kids, so combining our efforts to deliver the Campaign for Tobacco-Free Kids message via the Xbox360 Anti-Gravity Tour is an ideal way for us to bring relevant attention to this program.”

Five top professional skateboarding and BMX athletes will perform awe-inspiring stunts on a half-pipe decorated with both Xbox360 and Campaign for Tobacco-Free Kids messaging as part of on-campus assembly programs designed to deliver a relevant and impactful message about the dangers of tobacco use. The athletes will also interact with the students in a peer-to-peer setting, signing autographs and answering questions while conveying the cause message. By participating in the Tour’s promotional activities, students will also have the opportunity to win exciting Xbox360 prizes or a custom tour skateboard signed by all of the participating pros.

As the leader in action sports event and television production, ASA Entertainment’s events are broadcast on numerous national networks including, CBS, Spike, VERSUS, Fuel TV, and Fox Sports Net. Highlights from the Xbox360 Anti-Gravity Tour will be included in ASA programming on these networks later this year. Stay tuned to actionsportstour.com for broadcast details.

For more information on ASA Entertainment’s Xbox360 Anti-Gravity Tour or the Tour’s Campaign for Tobacco-Free Kids activities, please contact Denise M. Abbott a 310 410 3020 ext. 309 or via email at abbott@asaent.com or visit asaentertainment.com.

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About ASA Entertainment:

A leader in the action sports industry since 1994, ASA Entertainment, headquartered in Culver City, California is the first and largest action sports event, television and content production company in the world. The company produces more than 200 events and 100 television programs annually around the globe that feature skateboarding, freestyle BMX, inline skating, freeskiing, freestyle motocross, snowboarding and music. Its events are broadcast on CBS, Spike, VERSUS, Fuel TV and Fox Sports Net domestically and distributed to more than 1 billion HH globally throughout Asia, Europe, USA, Africa, Canada, South & Central America and Australia. ASA's properties range from large-scale international competitions such as the LG Action Sports World Championships to grassroots amateur contests, lifestyle and branded entertainment events, demonstrations, exhibitions, and mobile tours. As one of the oldest and most established organizations in action sports, ASA Entertainment leads the market in developing premium content around the fastest growing sector of American sports. For more information visit www.actionsportstour.com or www.asaentertainment.com.

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