



**Local Ventura Businesses Celebrate X Games California with Specialty Events,
Signature Cocktails, Community Cleanup**
X Games Competition Schedule Now Available at [XGames.com](https://www.xgames.com)

June 28, 2023 (*Ventura, Calif.*) — X Games and Visit Ventura announce the community engagement and outreach efforts surrounding the July 21-23 event. The full competition schedule is now available at <https://www.xgames.com/events/x-games-california-2023>.

Welcoming the first X Games event in Ventura with open arms, the business community will include X Games-themed items to their offerings, create specialty X Games cocktails and more. As one way to give back to the community, X Games will join Visit Ventura and the Ventura Land Trust in a river cleanup in the area adjacent to the fairgrounds.



Downtown Ventura will host a free, all-ages community event on Thursday, July 20 to spark the X Games finals weekend. The Kickoff Skate Jam, presented by BlackHole Skate Shop, Downtown Ventura

Partners and Carver Skateboards, will transform the intersection of Main and California streets into a unique, fan-friendly obstacle course. The jam will run all day, with top local amateurs and pros on course from 6pm-8:30 pm, and will feature music, an X Games athlete meet and greet, and other family-friendly activities.

“Ventura has a thriving and deep-rooted skate and surf scene. It’s going to be festive and fun, and, who knows, this could be a launch point for some future X Games athletes,” said Kevin Clerici, director of Downtown Ventura Partners.



Visit Ventura is excited to introduce in collaboration with over 13 local cocktail restaurants, a special project for X Games fans and athletes to sip and enjoy. "Ventura Community Celebrates the X Games: cocktail series" toasts to the X Games coming to Ventura with more than 16 unique and refreshing cocktail drinks. Each drink ties in the spirit of the X Games with Ventura flair.

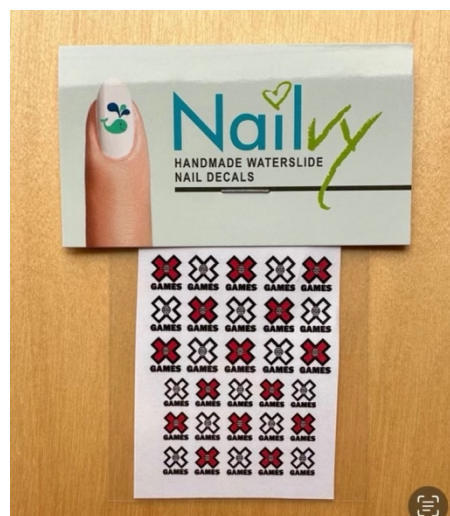
Among the cocktails, the names draw inspiration from famous tricks like “The 900” from the Twist on Main and “Baltan Barspin” from Strange Beast. The kids can enjoy an X Game-themed drink too. “Moto Mocktail” from Peirano’s is a fun alcohol-free drink that anyone can try.

Rocks and Drams will host the official Athlete VIP welcome party ahead of the finals weekend where they will showcase their X Games-themed drink, Pat Casey "Double Decade Backflip". The cocktail honors the former BMX pro and X Games athlete who passed away in early June after a motocross bike accident. The cocktail bar’s two other specialty drinks draw inspiration from motocross and BMX.

A full list of cocktails available now in Ventura can be found [HERE](#). Please check back frequently for the most up to date information

The Ventura community and local businesses have rolled out the hospitality carpet. Fans can try Aloha Steakhouse’s “X Games Burger” which is shaped in an “X”, an X-pizza at Tony’s Pizzeria just a block away from the X Games venue, a special X Games manicure at Pierpont Nail Spa and many other fun bites. A full list of activations can be found [HERE](#).

“We’ve known that the X Games was a good fit for our community from the beginning. Our mutual love for the outdoors and adventure coupled with Ventura’s skateboarding and surfing culture makes this partnership a perfect fit,” said Marlyss Auster, President and CEO of Visit Ventura, which has led the local business collaboration project efforts. “We’ve asked our local businesses to embrace the “X” and they’ve done just that. Our community is full of creativity but most of all, we’re fun. To see our local businesses and community sharing in the excitement once again shows how Ventura rolls. We connect, we support and we get involved.”



X Games staff and athletes have been invited to participate in a river cleanup on July 19 ahead of the X Games finals weekend in partnership with Ventura Land Trust (VLT), a community-based nonprofit organization dedicated to preserving open space and providing public access in Ventura.

“As a community, Venturans are passionately connected to the outdoors and the environment. We're really excited for this opportunity to partner with X Games crew members and athletes, who are using their platform to inspire others to be good stewards of the planet,” said Leslie Velez, VLT Outreach Director. “Willoughby Preserve and the surrounding area were dramatically impacted by this winter's rains and flooding. Support like this helps VLT safeguard the natural beauty and ecology of the river and estuary as it meets the ocean.”

The cleanup effort will focus on removing trash and invasive plant species from the Willoughby Preserve, which is adjacent to the fairgrounds where the X Games is held. This effort will help to reduce the amount of trash going into our ocean, which is a benefit to wildlife and beach goers alike. More information about this event can be found [HERE](#).

“We couldn't have chosen a better community partner to welcome fans back to X Games than Ventura,” said Valerie Ryan, VP of fan experience & hospitality. “Visit Ventura has done such a fantastic job engaging the local businesses and community we can't wait for X Games fans to experience all Ventura has to offer.”

A media gallery of the cocktails and other activations can be found [HERE](#). Check back frequently for additional photos.

About Visit Ventura

Ventura Visitors & Convention Bureau (VVCB) is a non-profit organization designed to increase visitor expenditures, tourism revenues, and local employment opportunities through the promotion of Ventura as a travel destination. For travel and accommodation information, or a free copy of the Ventura Inspiration Guide, the public can write to the Ventura Visitors Center (101 S. California Street, Ventura, CA 93001), call (805) 641-1400, visit www.visitventuraca.com, or email info@visitventuraca.com. Follow VVCB on Instagram @VisitVentura or become a Facebook fan at www.facebook.com/visitventura.

About X Games

X Games has been the leader in action sports since 1995. The 2023 edition will feature the world's best action sports athletes competing for gold from July 21-23, 2023. Live event coverage will be broadcast on ESPN and ABC. Follow @xgames on social to get the most up-to-date event information and visit www.xgames.com.

About Ventura Land Trust

An accredited conservation organization, Ventura Land Trust has permanently protected over 3,800 acres of land in the Ventura region, including the hills that make up a spectacular backdrop to the town. Conserved lands are managed with scientific integrity to support biodiverse habitats that are resilient in the face of a changing climate. By protecting Ventura County's open spaces and connecting people to nature, VLT helps residents and visitors alike understand why it's worth protecting. Through a big promise to make "forever" impact, VLT makes our community and our planet stronger. Find out more at <https://www.venturlandtrust.org/>

Media Contacts:

Visit Ventura: Julie Madsen, 805-641-1400, julie@visitventuraca.com

X Games: Grace Coryell, 818-585-3696, grace.coryell@xgames.com

X Games: Heather Krug, 310-463-1415, heather.krug@xgames.com