



## **X Games Announces Partnership Extension with Monster Energy Monster Energy will Return as the Official Energy Drink Partner of X Games California 2023**

X Games announced an extension to their partnership with Monster Energy, making the brand the Exclusive Energy Drink of X Games California 2023. Since 2014, Monster Energy has been the official energy drink sponsor of X Games winter and summer events.

At X Games California 2023, Monster Energy will entitle the Skateboard MegaPark and BMX MegaPark events, receiving premium coverage in broadcast and across X Games social channels throughout the weekend. Onsite, they will have a massive activation area where fans can sample Monster's latest creations, meet their favorite Monster Energy athletes, the Monster girls and more.

"We're excited to expand our partnership with Monster Energy and look forward to seeing the brand integrated throughout X Games California in Ventura," said Eric Johnson, CCO, X Games. "Monster Energy's event entitlements and on-site presence will provide X Games fans with an incredible experience this summer."

"This is the perfect moment in action sports history to renew our long and valued X Games partnership," said Dan McHugh Chief Marketing Office, Monster Energy. "Fans have been waiting three years for the return of X Games as a spectacular stadium event and we are looking forward to being part of the energy and excitement of X Games California."

### **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 [XGames.com](http://XGames.com).*

### **About Monster Energy**

*Based in Corona, California, Monster Energy is the leading marketer of energy drinks and alternative beverages. Refusing to acknowledge the traditional, Monster Energy supports the scene and sport. Whether motocross, off-road, NASCAR, MMA, BMX, surf, snowboard, ski, skateboard, or the rock and roll lifestyle, Monster Energy is a brand that believes in authenticity and the core of what its sports, athletes, and musicians represent. More than a drink, it's the way of life lived by athletes, sports, bands, believers, and fans. See more about Monster Energy including all of its drinks at [www.monsterenergy.com](http://www.monsterenergy.com).*

### **Media Contacts:**

Grace Coryell, X Games, 818-585-3696, [grace.coryell@xgames.com](mailto:grace.coryell@xgames.com)

Heather Krug, X Games, 310-463-1415, [heather.krug@xgames.com](mailto:heather.krug@xgames.com)  
Kim Dresser, Indie PR Agency, 949-300-5546, [kim.dresser@indiepragency.com](mailto:kim.dresser@indiepragency.com)