



X Games Announces Partnership Extension with Pacifico Beer Pacifico will Return as the Official Beer Partner of X Games California 2023

Ventura, California – July, 19, 2023 - X Games announced an extension to their partnership with Pacifico Beer as the official beer of X Games California 2023 in Ventura, CA from July 21-23, 2023. Pacifico Beer has been an Official Partner of X Games since 2017, sponsoring both summer and winter events.

At X Games California 2023, Pacifico will be an entitlement sponsor for all Men's and Women's Skateboard Vert events, with an expansive presence in X Games event coverage and at X Fest. The brand will also have its signature Airstream on-site for fans to participate in photo opportunities, custom Pacifico & X Games merch, and more across the events grounds.

"We're excited to continue our longstanding partnership with Pacifico at X Games California this summer," said Eric Johnson, CCO, X Games. "The Pacifico entitlement of the Men's and Women's Skateboard Vert events and on-site presence will provide great exposure for the brand and bring a heightened level of excitement to X Games fans."

"Pacifico is thrilled to once again be returning as the official beer of X Games," said Ryan Anderson, Senior Director, Brand Marketing, Pacifico. "The X Games is a perfect fit for the brand as it allows Pacifico to connect with extreme sports athletes and fans alike through one of the biggest events in action sports."

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](https://www.xgames.com).

About Pacifico®

Pacifico Clara® is a golden lager with a crisp, refreshing, flavor. Founded in Mazatlán, Mexico in 1900, Pacifico was originally "imported" to the U.S. by Californian surfers who visited Baja, loved the beer and brought it back to the U.S. to share with other like-minded individuals. Those surfers epitomized the essence of Pacifico – independent spirits who followed their own path – and their spirit is carried on by the brand to this day. Explore the story that's inspired countless others to Live Life Anchors Up by visiting discoverpacifico.com and instagram.com/pacificobeer.

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