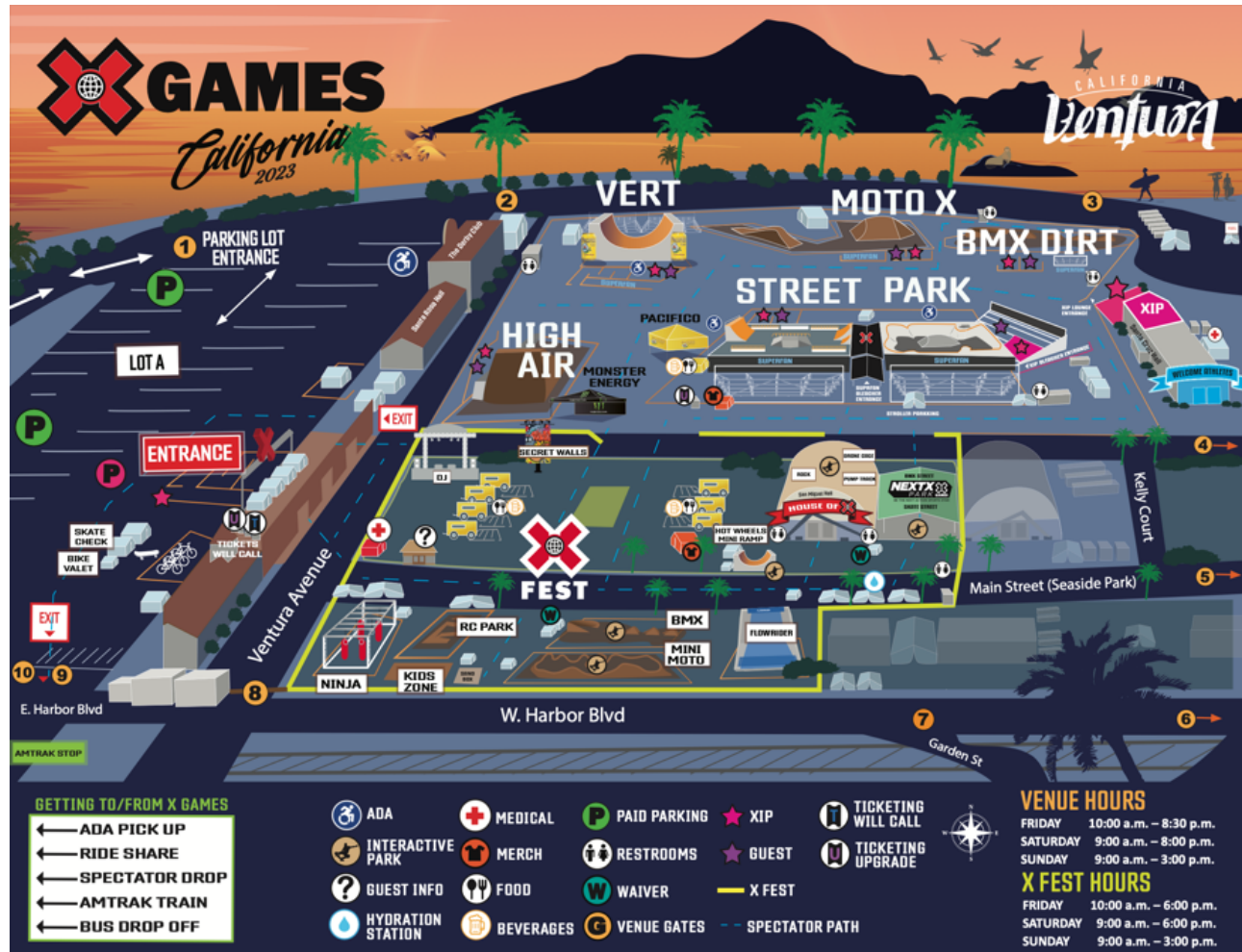


X Games California 2023 Announces X Fest Family-Friendly Entertainment to Complement World-Class Action Sports Competition

Ventura, CA– July 12, 2023 – As X Games California 2023 welcomes fans on-site for the first time in four years from July 21-23, the action sports competition announces the return of X Fest. Included in the cost of entry, X Fest is designed for fans of all ages and will feature sponsor activations, interactive courses, concessions, athlete autograph sessions, live music and more.



With three days of adrenaline-pumping activities, X Fest will give attendees the chance to conquer the Ninja Warrior Obstacle Course, test their skills at the Hot Wheels Mini Ramp, take on the STACYC Mini Moto Course, explore the Mountain Bike Dirt Course, and hit the pavement at the Skateboard and BMX Street Course. Fans can check out some of the other activations, which include the Traxxas Remote Control Truck Course, Kid's Dirt Box, BMX Pump Track, and the Drone Cage, or cool off at the Flowrider Wave Machine – just make sure to bring a swimsuit!

Other programming at X Fest includes Women's Day on Saturday, July 22, which will offer women-led learn-to-ride sessions in the interactive parks, and a weekend-long Secret Walls Graffiti Art Battle for the artistically inclined fans. The festival will also feature Punk Rock & Paint Brushes, an onsite art gallery showcasing the incredible artistry of Steve Caballero, Lance Mountain, Christian Hosoi, and many more esteemed artists.

"We are thrilled to finally welcome fans back to X Games California after a four-year hiatus," said Valerie Ryan, vice president fan experience and hospitality. "This year's X Fest provides the opportunity for fans to fully immerse themselves in the world of action sports with a variety of activities that will complement the high energy of the X Games. We're looking forward to getting fans back onsite to witness the extraordinary talent of the athletes, while making new memories at X Fest!"

Fans who wish to meet the stars of this year's X Games can purchase either the X Games Gold Medal Pass, which includes breakfast with the athletes, or the X Games MVP pass, which allows fans to embark on an exclusive tour of the Athlete Lounge. To purchase X Games California tickets and for more information, please visit www.xgames.com.

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