

* MEDIA ALERT

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Red Bull Illume Heads to the States, First Stop Discovery Green in Downtown Houston

Ryan Sheckler to Host Opening Night of the World's Largest Action and Adventure Sports Photography Exhibition

WHAT: Red Bull Illume is a photography contest and exhibition dedicated to finding and celebrating the world's most outstanding and premium adventure sports images. The winners are chosen by an international jury of experts. By illuminating the passion, thrilling lifestyle and culture behind the winning shots, we honor the photographers who brave the world's harshest terrains to take them. Photography categories include culture, playground, energy, spirit, close up, wings, sequence, new creativity, experimental and illumination.

The 50 selected photos come to life each night via state of the art, large-scale, back-lit screens. **For more information, please visit www.redbullillume.com.**

WHO: Don't miss skateboarding sensation and X Games champion **Ryan Sheckler** as he hosts opening night at Red Bull Illume, Friday, January 7, from 6p.m.-10p.m. **To interview Ryan while he's in Houston, please get in touch with us asap!**

WHY: **Cause you resolved to be more cultured and interesting in 2011.**

WHEN: **January 7-17, 2011**
6p.m. - 10p.m., nightly

WHERE: **Discovery Green**
1500 McKinney Street
Houston, TX 77010

CONTACT: For media inquiries and to put your name on the credentials list, please contact Heather Wagner Reed at (713) 208 3891 or heather@juiceconsulting.com or Andrea Dorsett at (214) 957-5990 or andrea.dorsett@us.redbull.com

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