



MEDIA RELEASE

Niagara Falls, Canada

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GUMBALL 3000 “London to New York”

Look out.... *‘the world’s most rock ‘n roll car rally ever staged’* is coming to the **Skylon Tower Niagara Falls, Canada!**

Attracting ‘rock stars’ to ‘royalty’, the entry grid of over 120 amazing cars and 250 celebrity participants in this year’s London to New York **Gumball Rally** is nothing short of spectacular. From Hollywood icons, David **‘The Hoff’ Hasselhoff** and **Michael Madsen** (Kill Bill, Reservoir Dogs) to music legends **Xzibit**, **Eve**, **Bun B**, Cypress Hill’s **DJ Muggs**, **Jade Jagger** and her Jezebel entourage, supermodel **Jodie Kidd**, British actor **Idris Elba** (The Wire) to skateboard god **Tony Hawk** – Gumball is coming to the **Skylon Tower, Niagara Falls on Friday May 7.**

Gumball 3000 always has a spectacular selection of super cars and this year is no different, showcasing **Bugatti Veyrons**, **Ferrari’s**, **Lamborghinis**, **Aston Martins**, **Rolls Royces**, **Bentleys** to low riders and classic American muscle cars. All driven by a long list of international rock stars, Hollywood icons and extreme sport, fashion and entertainment legends!

Gumball 3000 consistently hits the headlines as **‘Cool Britannia’s’** most unique addition to pop culture, described by **Vanity Fair Magazine** as *‘the most rock ‘n roll car rally ever staged’* and internationally famed for its exploits and celebrity participation. The event annually attracts stars including Oscar-winning star of the Pianist **Adrien Brody**, Jackass’ **Johnny Knoxville**, **Bam Margera** and **Ryan Dunn**, **David Hasselhoff**, **Hugh Hefner**, supermodels **Jodie Kidd**, **Caprice** and **Tyson Beckford**, Kill Bill’s beautiful **Daryl Hannah**, action sports legends **Tony Hawk**, **Matt Hoffman**, **Carey Hart** and rock stars including **Snoop Dogg**, **Travis Barker**, **Jamiroquai** and **Xzibit!**

The famous **London to New York celebrity car rally** kicks off the evening of Friday April 30th with the VIP launch party at the **Crypt** in Trafalgar Square, **London, England** with exclusive performances by a surprise line up of guest musicians. 7 days and 3000 miles later it finishes in **Times Square, New York City**. But not without a pit stop and lunch at the *world-famous* **Skylon Tower** in **Niagara Falls, Canada.**

On Saturday, May 1 the flag will drop at Waterloo Place on the Pall Mall in **London** following a day of celebrity entertainment, celebrations and skateboard demo by legend **Tony Hawk** and his skate team. From **London** the **3000 mile route** begins including live concerts, spectacular parties and stopovers in **Amsterdam, Copenhagen** and **Stockholm**. From Sweden all 120 vehicles and participants are flown to **North America** to continue their journey stopping in **Boston, Quebec** and **Toronto**, before a **pit stop and lunch at the Skylon Tower in Niagara Falls**. From **Niagara Falls** they'll head directly to the finish line in **Times Square, New York City**.

Incorporating a new 3000 mile route each year, the attraction of the Gumball 3000 transcends social barriers, appealing to the adventurer in everyone, regardless of status or wealth; combining grease, glamour and guts in equal measures, stretching the experiences of travel and entertainment – just that bit further. Over the past 10 years Gumball 3000 has been hosted by Kings and Queens, partied with **Snoop Dogg**, appeared on **Jay Leno**, chartered the world's 3 largest aircraft, created untold amounts of '**Jackass**' fuelled mayhem, hung out at **Hugh Hefner's**, and most recently has been invited to work with the United nations, all through the language of the motor car. Crowds of over 1 million attended last year's rally that reached a televised and online audience over 60 million in over 100 countries.

This year, event sponsors include lifestyle sportswear brand **Puma** supplying the driving shoes, **Monster Energy** supplying the drinks, **Nixon** timepieces, **Incipio** providing technical survival kits and **Betsafe.com** creating the excitement of gambling – this 8 day 'road trip' is certain to live up to all expectations of being a stylish, celebrity, adrenaline fuelled adventure. **Gumball 3000** is officially working with the **Make-A-Wish Foundation (UK)** helping grant wishes of children with life threatening conditions.

For daily updates go to www.gumball3000.com and catch highlights of the action on the Gumball 3000 YouTube Channel. And if you live along the route then stop whatever you're doing, grab your camera, get out of the house and get down to the **Skylon Tower, Niagara Falls** to see your favourite stars and cars roll in. Car and celebrity arrivals at **10:00am Friday, May 7**.

For further information contact:

Lee Carr toll free 1-800-814-9577 Ext 291

lcarr@skylon.com

www.skylon.com

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