



**WORKING PRESS RELEASE**

**Rev Up Your Creativity: Red Bull Soapbox Race Returns to Canada For the First Time in Nine Years**

**ALT TITLE: "Red Bull Soapbox Rolls Into Edmonton for Prairies Debut"**

**Sub-title: "Canadians can now apply with homemade Soapbox designs"**

EDMONTON, ALBERTA - January 31st, 2024

Get ready to witness the revival of adrenaline-pumping thrills and out-of-this-world creativity as the iconic Red Bull Soapbox Race returns to Canada for the first time in nine years. This year, the world's craziest four wheeled race is set to take place in Edmonton, Alberta, on the exciting Queen Elizabeth Park Rd.

For over two decades, the Red Bull Soapbox Race has been challenging the public to push the boundaries of creativity, engineering, and driving skills. Since its inception in 2000, this global phenomenon has hosted over a hundred races worldwide, featuring an eclectic mix of wacky motor-less vehicles, colourful pilots, and a sea of cheering fans.

Amateur pilots from across the country are invited to unleash their imaginations by building their own motor-less vehicles. But it's not just about speed and road-holding – participants will also need to showcase their flair for creativity and showmanship. This includes dressing up in costumes and performing a dance or skit before their daring descent down a course filled with steep slopes, sharp bends, and hairy jumps.

The crowd plays a crucial role in the excitement, with thousands of fans packing the venue to cheer on their favourite teams. Spectators not only witness the thrill of the race but also get the chance to vote for the most outstanding teams based on their creativity, speed, and overall performance.

**"We're thrilled to host the Red Bull Soapbox Race and build off the excitement of the 2015 and 2018 Red Bull Crashed Ice events in Edmonton," said Traci Bednard, Explore Edmonton president and CEO. "This unique and exhilarating event is expected to attract 25,000 to 30,000 local, national and international spectators and is projected to generate an economic impact of \$7.6 million for Edmonton. The race will also shine a global media spotlight on our city at the height of the North Saskatchewan river valley's lush summer beauty."**

After nearly a decade since its last appearance in the Great White North, the Red Bull Soapbox Race is making its triumphant return to Canada. Edmonton, Alberta, is set to be the hub of all the action, with the Queen Elizabeth Bridge providing a picturesque backdrop for this extraordinary event.

Applications for the Red Bull Soapbox Race in Edmonton will open on January 29th, welcoming Canadians residing near Edmonton who are ready to take on the challenge of developing their very own motorless vehicle. This is a golden opportunity for aspiring daredevils, engineers, and artists to join the ranks of Red Bull Soapbox legends.

Mark your calendars, gather your team, and prepare to be a part of this unforgettable spectacle as the Red Bull Soapbox Race returns to Canada with a bang. Don't miss the chance to witness the fusion of innovation, entertainment, and pure unbridled fun on June 22nd, 2024 at Queen Elizabeth Park Rd.

For media inquiries, please contact:



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## **ABOUT RED BULL SOAPBOX**

- For more than twenty years, the Red Bull Soapbox race has been challenging the public to test their creativity, engineering and driving skills
- Since 2000 Red Bull Soapbox has held over a hundred races worldwide and attracted a vast array of wacky motor-less vehicles, colourful pilots and thousands of fans packed in to cheer them on. **Here is all you need to know:**
  - Amateur pilots around the world get the chance to build their own imaginative motor-less vehicles, then dress up in costumes and steer them around a course full of steep slopes, sharp bends, and hairy jumps as thousands of fans cheer them on as well as getting the chance to vote for their favourite teams.
  - They are judged on their creativity, speed and road-holding, and showmanship (a dance/skit initiated before their descent)
- After a 9 year hiatus, the event is finally coming back to Canada, and for the first time will be held in Edmonton, Alberta
- Applications will be accepted starting January 29th - the contest is open to Canadians who are willing and able to develop a motorless vehicle
- **Judging will be based on three things:**
  - Creativity of Soapbox design
  - Showmanship (skit at the beginning of their journey)
  - Time it takes for them to get through the course
- Location: Queen Elizabeth Park Rd

## **PITCH ANGLES**

- **ANNOUNCEMENT (JANUARY 30 - MARCH 27)**
  - “Red Bull Soapbox is coming to Edmonton - apply now”
  - How to apply? Go online [HERE](#) , grab a team, and upload the sketch of your soapbox **before March 27th**
- **TEAM BUILD PHASE (APRIL 1-JUNE)**
  - These are your selected 2024 Red Bull Soapbox teams
    - Info about the participants
    - Imagery of the crafts coming to life
  - Progress report on the teams
  - \*Likely will reveal judges at this stage)
- **EVENT AWARENESS (JUNE - JUNE 22)**
  - These are your judges and MCs
  - These are your competitors
  - Where to go, how to get there, and what to expect for Red Bull Soapbox 2024



## Q&A

### **Q: What is Red Bull Soapbox?**

**A:** It's an event where Canadians will have a chance to race motorless vehicles that they've designed and crafted, down a course in front of 20K+ spectators and fans. Competitors will be in costumes, they'll do a skit to impress the judges prior to launching themselves down Queen Elizabeth Park Rd

### **Q: Who can apply?**

**A:** Anyone who has the creativity and craftsmanship to develop a Red Bull Soapbox can apply! All you need are a few teammates and an idea - take a look at [redbull.ca/soapboxrace](https://redbull.ca/soapboxrace) for more information

### **Q: When do you apply?**

**A:** Applications are open now until March 27th - if you've been selected to participate, you'll find out the week of April 1st

### **Q: What are you judged on?**

**A:** The participants will be judged on craftsmanship (how creative their Soapbox is), showmanship (a skit/dance at the beginning of their journey down the hill), and their drive time (you want to go as quickly as you can because it is a race!)

### **Q: Who are the judges?**

**A:** Judges haven't been announced yet but will be soon!

### **Q: Where will this take place?**

**A:** Queen Elizabeth Park Rd - the finish line will be right before the bridge

### **Q: When is the event?**

**A:** June 22nd, 2024

### **Q: Do you have to wear costumes?**

**A:** if you want to win! :)

### **Q: Are there parameters around the vehicles?**

**A:** There definitely are - we want to ensure everyone is safe. Check out the website to learn the specific parameters!