



PRESS RELEASE
APRIL 29, 2009



The IMPACT XTREMEY AWARDS, created and produced by Impact Video, is an exciting awards program that has been created to recognize the contribution videos have had on the extreme sports industries and to applaud the artistic endeavors of their creators.

Top Honors go to Motorsports Top Filmmakers at The 9th Annual Impact Xtremey Awards!!

The 9th Annual Impact Xtremey Awards got off to a phenomenal start with the slanting rays of the early evening California sun dipping off the horizon. The air was warm and balmy and laced with the electric energy of the early arriving guests. Roland Sands' newest custom bikes flanked the entrance showing elegantly the innovations of motorcycle engineering at its finest, while happy and excited guests arrived in style. Dotting the red carpet were famous riders and drivers, luminaries, icons, filmmakers, and heroes. The media was there in mass to chronicle one of the most popular events of the year, The Impact Xtremey Awards.

The interior of The Shark Club set the stage beautifully for a night of celebration with dim lights, cushioned seating and the hosted Ketel One Martini bar. Ricky Johnson, the honorary achievement winner for this year's award, lounged in his VIP section chatting with Sal Fish, Mark Post and Ivan Stewart. In another room Ronnie Renner laughed heartily with Kenny Bartram, Malcolm McCassy, Micky Dymond and Mike Metzger. Everywhere you looked, there was someone that is an integral and special part of our sports.

The show opened with a welcome speech by Docy Andrews, Creator of the Impact Xtremey Awards and the evening's Emcee. It was a powerful opening giving props to the producer's for having the drive and courage to create their videos even in these challenging times. This was followed with a lively opening dance number performed by the Mission Viejo Performing Arts Dance Team.

Malcolm McCassy, Director of marketing of FMF and star of the Mini-Warriors series acted as co-emcee for the evening. The Sportbike category was dominated by Throttle Trauma: Street Kings and the awards were presented by D-Mann and Aaron Colton who is only 17 and taking the sportbike community by storm.

Eric Morely of Blue C Advertising did a special presentation to bring awareness to the CPSIA ruling the ban of selling motorcycles intended for children under the age of 13 due to lead content. Using excerpts from Malcolm Smith's protest, this presentation underscored the need for all of us in our sports to fight this ruling. There was an amusing clip from Eric's children to emphasize the children's point of view on this situation. Duran Morely directed and acted in a clip that let the "adults" know in an amusing way, that the kids want to do their part in fighting this.

As the evening progressed awards were handed out by Tom White, Michelle Johnson, Joe Bonnelo, Cameron Steele, Mark Post, Sal Fish, Micky Dymond, Ronnie Renner, Kenny Bartram, Donnie Emler, Jr., Ivan Stewart, Laurette Nicoll and Amanda Woods. Heidi Steele gave an award with Jim Ryan for Best Profile Video of the Year, which went to 199 Lives. Heidi Steele was then recognized as Driver of the Year from Dirt Sports Magazine.

Midway through the show, a beautiful tribute for the late, great Jeremy Lusk was given. The piece shown was provided Jay Schweitzer of Powerband Films. It contained some of Jeremy's best riding and last footage of him in action. Lauren Lusk was in the audience and appreciated the love that was expressed for her late husband.

One of the highlights of the evening was a rousing return performance by Docy and the Imps. Decked in fringed red and purple dresses, the divas whaled out a solid and energized rendition of the revised Tina Turner classic hit, Proud Mary called **Proud Moto**. The entire audience was on their feet and cheering as the women belted out this lively tribute to Moto.

Ricky Johnson was on hand to receive his Honorary Achievement Award from Marty Fiolka, journalist and co-producer of Dust to Glory. Ricky paid tribute back to those who have helped him over the years. He stood at the podium accepting his honor with the grace and style that lead him to be selected for this award in the first place.

There were many happy faces of winners in the crowd throughout the evening. Crusty Demons 14 took home top honors in Best MX Freestyle, Quicksand 5 walked away with Best Sand/Rock Video and Pipeline Media was honored with Best Vintage for the MX Files: Bob Hannah. Steve Haugelstine picked up a surprise award for Best New Producer of the year. Meanwhile, Baja 500 took Best Broadcast and Jeff Pakosta of Throttle Entertainment grabbed up Best Theatrical Competition for Last Man Standing. H-Bomb killed it again with Huevos 11, but Thunderstruck 7 upset a long time running win from the Slednecks series producers. From the Dirt got the trophy for Best Off Road Truck and Travis Pastrana, Randy Swenson, Caleb Moore and Nick "Apex" Brocha got the gold man for best performances in their respective categories.

The evening was capped off by a fabulous after-party with The Adrian Tapia All Star Tribute Band which pumped out killer music and everyone from every sport was there to mix, mingle, celebrate and have a good time and a good time was had by all.

Sponsored by:

Impact Video, Ketel One Vodka, Fantasy Off-Road and Go Pro.

Ticket sales went to benefit The Clayton Foundation

The Impact Video Xtremey Awards were held on Tuesday Night, April 28, 2008 at The Shark Club in Costa Mesa, California.

For more information contact:

Docy Andrews

dandrews@impvid.com

Phone: 949-460-9496

If you need hi res images please contact Ashleigh at agiffen@impvid.com

Chat room Congratulations comments.....

Congrats on another great awards show. We had a great time last night!

Curtis Guise

I was invited as an honored guest of Ricky Johnson last night, and I just wanted to thank you for a wonderful experience that I will never forget ~ It was awesome! Keep up the great work :)

Danny Kirby

Docy, what a great evening!!! You and your girls do a fantastic job on making it such a SPECIAL EVENING. Thanks so much for including me.

Sal Fish

..... wanted to make sure I let you know we had a blast! You rock girl! And you can belt it out!! What a production, very cool..... It was great!

Karen Andrade

Once again you did a fantastic job with the show. You are a amazing lady with so much passion for our industry and us producers. As always I feel so lucky to have been invited and attend the Impact Xtremey Awards each year. It's really something Monique and I look forward to. We gotta say, you and the Imps were the best ever this year, loved the song too! Thank you so much!

Mark Howard – Thrust Productions

Just wanted to say that the awards were great, thank you for having us.

Saturnin – Producer of Throttle Trauma: Street Kings

It really does mean a lot & makes our efforts really mean something - We had an excellent time & couldn't believe that we won!

Travis Siflinger – Dirt Alliance

Congratulations on another great event. Your attention to detail is appreciated and is one of the reasons I support your awards shows. Not to mention your obvious passion for the business.

Ivan Stewart

To add your own comments please go to <http://www.myspace.com/impactvideodist>
www.impactvideo.com
www.xtremey.net