



Wheels of Freestyle, Inc.  
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## 2007 Press Release

Wheels of Freestyle, Inc. presents  
“Just Say Yes!” to LIFE, GOALS & DREAMS  
A spectacular action sports show school assembly!

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**The Wheels of Freestyle Action Sports Show, featuring world-class professional athletes relaying powerful positive messages about “Saying YES” to LIFE, GOALS and DREAMS as opposed to drugs and violence, is witnessed by hundreds of live schools audiences from coast to coast each year.**

San Diego, CA - Imagine hundreds of excited school children eager to witness a live performance by professional extreme sports athletes. From huge 360's to Superman's to amazing spinning tricks, all set to high-energy tasteful music and comedy routines, the show is an amazing display of athletic achievement. Then imagine the impact as their new sports hero delivers positive motivational messages, encouraging them to “Just Say Yes” to their life, goals and dreams, leaving no room for drugs or violence. This act is played out hundreds of times per year by the company Wheels of Freestyle, Inc., and their 4 teams strategically located throughout the United States.

Company President and founder, David Holden, started the company in August of 1996 with a simple and clear mission: fully utilizing the impact of professional athletics to impact kids in a powerful and positive way. Maintaining this focus led to rapid and impressive growth from a small start-up business to the company's current status as one of the world's leading cutting-edge sports production entities. “Our goal from day one was to truly impact kids with positive messages – we had a unique opportunity to be a kid's hero for the day and wanted to take full positive advantage to inspire young people. Consequently, this is exactly what our clients demanded” said Holden. He added, “By demonstrating our sport live, as opposed to just talking about it, the kids learn that we live by the principles we talk about. Things like hard work, determination and a never quit attitude – all necessary ingredients to success in any pursuit. Not to mention a commitment to stay away from things that would take our dreams away – things like

drugs and violence. The messages really stick, especially because of the unforgettable nature of the show”.

Holden plays many roles within the company including performing as an athlete himself. He is a flatland specialist meaning he performs balance maneuvers on the ground. “I like staying on the ground and leaving the high-flying to the young bucks” said Holden at 39 years young. “I never thought in my wildest dreams it would all lead to this – I learned to ride just because it looked fun to try and I had professional riders as friends. To think it would turn into a full-time show career was not in the plans at the time”.

The athletes Holden employs include many stars from the sport. Many of the athletes have appeared in such prestigious contests as the X-Games, Gravity Games as well as the touring contest known as “King of Dirt”. They garner ongoing magazine coverage and many are sponsored by large bike companies along with other parts and equipment sponsors. The main West Coast athlete Holden employs goes by the name “Midget Cory”, a small-in stature, but big on personality and talent young man. At 25 years old and in the prime of his career Cory Walters hails out of Huntington Beach, California and actually has a bike frame and handlebars marketed nationwide bearing his name. “He is the future of our company here on the West Coast” Holden added, “It’s nearing time for me to retire from performing and I can’t think of anyone more suited to wear our jersey. He is an electric and rare talent in that not only is he one of the top professional riders in the world, but his personality is magnetic. The kids just fall for him like I’ve never seen in over 10 years in this business. He will impact hundreds of thousands of kids over the next decade. We are excited to offer his many talents to the Western markets” said Holden. The company’s other teams include athlete/performers that have performed 10+ years as well. They have an impressive resume of experience with shows and contests as well and perform hundreds of show throughout the Midwest and along the eastern seaboard each year.

Along with school shows Wheels of Freestyle produces running shows at theme parks and special events as well as large stadium events. The company boasts such prestigious clients as Disney’s California Adventure Park, Legoland California, GM Corporation, Silver Dollar City, The Calgary Stampede and recently shows in Qualcomm Stadium, The Rose Bowl in Pasadena and Kansas City’s Arrowhead Stadium along with hundreds of other large corporate clients.

“The future is very bright and we plan on staying cutting-edge” added Holden. “You can’t stay in one place in the fast-changing world of extreme sports entertainment, although our biggest commitment is to constantly increase the positive impact on the kids. The special event shows are fun, but our hearts are in the schools. It is just so rewarding to see the expressions on their faces and the impact we have on them. It is humbling and we don’t take the responsibility lightly” said Holden.

You can learn more about Wheels of Freestyle, Inc. including their current tour schedule and downloadable information at [www.wheelsoffreestyle.com](http://www.wheelsoffreestyle.com). You can also contact their office toll-free at **1-888-818-8388**.