

Mark McMorris, X Games Gold Medalist



Events: Pyeongchang 2018

Events: Slopestyle

Date of birth: December 9, 1993

Hometown: Regina, Saskatchewan

Travels from: Encinitas, California

Athletic Highlights:

- World's Most Socially-Engaged Olympian (Sport Business)
- 2014 Olympic Bronze Medalist – Slopestyle
- 2016 Rider of the Year – Snowboarder Magazine
- 2016 X Games Gold Medalist – Slopestyle; Silver Medalist – Big Air
- 2015 X Games Gold Medalist – Slopestyle and Big Air
- 2014, 2013 X Games Silver Medalist – Slopestyle
- 2012 X Games Gold Medalist – Slopestyle and Big Air

Background:

Saskatchewan.

Known for its flatness, love of the Roughriders and now...the best competition snowboarder in the world?

Regina's Mark McMorris has become the leader of a youth movement sweeping snowboarding after winning gold in big air and slopestyle at Winter X 2012, repeating as slopestyle champion at Winter X 2013 with the highest score ever awarded (98.0).

He was the first athlete to win double-gold at Winter X since Shaun White did it in 2009 and their growing rivalry has challenged the snowboard supremacy of the once untouchable red-headed superstar.

After breaking his rib at Winter X 2014 just 11 days before Olympic training was set to open, Mark's immediate future was in doubt.

But when the doctor provided medical clearance to compete in the Olympics, Mark re-focused on recovering from an injury that generally takes 4-6 weeks of rest and rehabilitation, and the #McRib social phenomenon was officially born.

Then, in Sochi 2014, the prairie-prodigy willed his way to a bronze-medal performance in his Olympic debut earning Canada's first medal of the Games.

A couple weeks later, Mark won another, freshly-minted title according to the Sport Business Journal: World's Most Socially-Engaged Olympian.

Olympic bronze. Social gold.

In 2015, Mark re-established his dominance at Winter X, winning double gold in slopestyle and big air and taking home the honours, and a new Harley-Davidson, as the X Games Most Outstanding Performance of the weekend.

And when Big Air was introduced to the program for Pyeongchang 2018, Mark added another goal to his Olympic ambitions where he'll look to do something historic for Canada.

Win double gold.

After a heavy year of filming and competition, where he stomped just about every landing imaginable, Mark was awarded with the snowboard industry's top honour: Snowboarder Magazine's 2016 Rider of the Year.

At the Los Angeles Air & Style in February 2016, Mark broke his left leg on a difficult landing while attempting a front-side triple cork 1440.

After an off-season of dedicated rehab, Mark entered the 2016-17 season looking to regain his competition confidence and exorcise some demons.

And, he waited for the most dramatic moment imaginable: the Olympic Big Air Test Event in South Korea.

In his second jump of the final, he stomped the front-side triple cork 1440, pulling away from the field and solidifying his status as the early favourite in Pyeongchang 2018.

Sponsorship and Appearance Requests:

Manifesto Sport Management represents Mark McMorris exclusively for Canadian sponsorship and appearance requests in affiliation with McClellan Nichols Sports Syndicate, LLC.

Olympic hopefuls are powerful role models, charitable volunteers, corporate culture builders, committed citizens, compelling storytellers and authentic brand ambassadors.

Whether you're looking to build your corporate culture or develop enduring relationships with consumers, flexible corporate sponsorship opportunities are available that directly connect Olympic hopefuls with your marketing objectives.

For sponsorship inquiries, please contact Russell Reimer, russell@manifestosport.com.