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Maloof Money Cup New York Sets Record for Largest Global Audience for a Live Skate Webcast

Watch Fox Sports Net, Thursday, June 16 to See What Everyone's Buzzing About: One-Hour Highlight Show Features Behind-the-Scenes Interviews and Exclusive Content from MMC NY

IRVINE, Calif.--([BUSINESS WIRE](#))--Skate fans around the world logged on in record numbers to view the live webcast of the Maloof Money Cup New York last weekend. The record-breaking webcast earned more than 750,000 live streams with 5 million minutes watched, a 400 percent increase over the 2010 NY contest. The webcast drew skate fans from countries including Brazil, Spain, Russia, Germany and China who watched as pro skater Greg Lutzka edged out Dennis Busenitz for the series first title and \$160,000. For fans who missed any of the incredible action of the Maloof Money Cup New York, **Fox Sports Net will air a one-hour highlight show featuring the exciting finals and exclusive behind-the-scenes interviews on Thursday, June 16 at 11:00 p.m. ET (check local listings).** The highlights show will also re-air on FUEL TV several times throughout the summer.

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“I feel great. This win is the biggest in my life; winning the Maloof contest is like winning the Super Bowl and it’s every skaters dream,” said Maloof Money Cup NY Winner Greg Lutzka. “The format was a faster paced contest where you can feed off of other skateboarders in a jam format. The Maloof is closer to real skateboarding and the head-to-head jam sessions were really cool. I could not be happier than where I am now.”

The final 12 pros included Eli Reed, Collin Provost, Ryan Decenzo, Justin Figueroa and Andrew Reynolds. The new

head-to-head bracket format came down to Lutzka against Busenitz in the final matchup of the day. The sold-out, standing-room only crowd remained on their feet throughout the final jam. In the end, Lutzka's stamina beat out an exhausted Busenitz for the series' first title and \$160,000.

"It's not easy to win a Maloof contest," said Mark Waters, director of Maloof Skateboarding. "The skaters really have to work for it, and you saw that in New York when both Greg and Dennis nearly collapsed at the end of the contest. Greg is an amazing skateboarder, and he earned the win. Everything came together for him: he made most of his signature tricks first or second try, and pulled out some new ones as well. He and Dennis skate with such different styles, and going into the Final it was anyone's to win, but Greg was the clear cut winner, definitely the best skater of the day!"

The Maloof Money Cup audience on FUEL TV contributed to the highest one-day viewer total in FUEL TV history, surpassing the record set by last year's MMC Orange County contest. It reflected the largest concentration of young males under 34 than any other cable channel during the same time period.

"FUEL TV has been a great broadcast partner and we are excited to bring new fans to their network," said Maloof Money Cup General Manager Tim McFerran. "They've grown to 30 million U.S. households and 50 countries around the world. They are a smaller, more focused network that is committed to high action, adrenaline programming for young males and they understand skateboarding, which makes them a great match for Maloof Money Cup."

Held at the newly-renovated Maloof Skate Park in Flushing Meadows Corona Park, Queens, the Maloof Money Cup New

York brought out 28,000 skateboarding fans. Thousands lined the gates in the early morning hours to make sure they got their seat to watch the world's best professional skaters battle it out for skateboarding's most coveted title. The skater-designed street course was donated by the Maloofs and partner, Vans, to the city after last year's event. The course's features were modeled after iconic NY skate spots such as the Brooklyn Banks and the Flushing Meadows ledge over the grate.

“Based on last year, we knew we were going to have a big crowd, but we were still blown away by the turnout,” said Joe Maloof, founder of Maloof Money Cup and owner of the NBA's Sacramento Kings and the Palms Casino Resort in Las Vegas. “We created a viewing area in the festival village with a Jumbotron in order to accommodate the overflow crowd. We had 5,000 seats in the grandstands and more than 28,000 attendees over the weekend. We really appreciate all of the fans that showed up and how patient they were. It was literally wall-to-wall people with every possible viewing spot filled, including the aisles and walkways. We had fans and media who flew in from around the world from countries like Russia, Japan, Ukraine and Brazil. We are very thankful to everyone for making this contest a success. We can't wait for Washington, D.C!”

The Maloof Money Cup travels next to Washington, D.C. Sept. 3-4. The top 16 skaters from the New York and DC contests earn a spot on the Maloof All Pros and will be invited to Kimberley, South Africa where they'll compete in the first-ever Maloof Money Cup world skateboarding championships, which will include both street and vert events.

About The Maloof Money Cup

Maloof Skateboarding (www.maloofskateboarding.com) produces the Maloof Money Cup. Presented by Vans, the Maloof Money Cup is the world's greatest skateboarding event and the premiere showcase for amateur and professional skateboarding. In 2011, the Maloof Money Cup hosts three U.S. contests, returning to Queens, NY June 4-5 and Orange County, Calif. plus a new host city, Washington, D.C., on Labor Day weekend, September 3-4. In addition to the U.S. contests, the Maloof Money Cup expands internationally this year with the first ever Maloof Money Cup World Skateboarding Championships in Kimberley, South Africa, September 30 – Oct 2. Join our online community to share the competition experience with a global audience and be the first to know about exciting upcoming MMC announcements. Go to www.maloofmoneycup.com and follow us on [Facebook](#) and [Twitter](#): @MaloofMoneyCup.