



FOR IMMEDIATE RELEASE

## Mimi Knoop Wins the Women's Soul Bowl During Day One of the S3 Supergirl Jam

### *S3 Supergirl Jam Kicked Off Today in Huntington Beach, Calif. as Part of the Honda U.S. Open of Surfing*

LOS ANGELES, Calif. (July 25, 2008) – The Second Annual S3 Supergirl Jam, the only large-scale, all-female, action sports competition and music festival, kicked off today in Huntington Beach, Calif. Supergirl 'actionista' Mimi Knoop (Chesapeake, VA) skateboarded to a first place finish in the Soul Bowl competition. Knoop, who placed second in last year's S3 Supergirl Jam vert contest, out-performed her opponents this year with a display of powerful skills, fast skating, and talent that conveyed the confidence evident in all Supergirl "actionistas" and earned her a check for \$3,500.



Skateboarder Lyn-Z Adams Hawkins gets air out of the bowl  
Photo Credit: Sandy Huffaker

"Mimi looked like she owned it," said World Cup of Skateboarding head judge Charlie Wilkins. "Run after run, she skated everything fast and powerfully, including all corners of the bowl while incorporating traveling airs."

Heat one saw 12-year-old young guns, Allysha Bergado (Montclair, CA) and Lea Taylor (Cocoa Beach, FL), skillfully rippin' the bowl, daring the legends who followed to step up to the challenge. With their respective fifth and eighth place finishes, they showed that the depth in the sport is expanding, evidence that female action sports is progressing rapidly.

he had never seen any girl ever do; and legend Cara-Beth Burnside captured third with the confident smooth skating for which she is known.

Brazil's Karen Jonz (Santo Andre) earned herself second place finish with tricks such as a 'heel flip indy grab' which judge Wilkins said

"I am honored to win," stated Knoop as she commented on her victory. "A lot of girls were skating well. I wasn't expecting to take first place, but I just happened to stay on and connect some tricks which worked in my favor."

All-girl bands, *The Donnas* and *The Clique Girlz*, capped off the day's activities with a free concert on the beach. The S3 Supergirl Jam is part of GO211 Live, California's longest running action sports and lifestyle festival. In addition to showcasing the world's largest professional surfing competition, the 2008 U.S. Open of Surfing, the GO211 Live festival village boasts many activities for the action sports enthusiast young and old.



Allysha Bergado grinds the Soul Bowl rail  
Photo Credit: Sandy Huffaker

The Supergirl action resumes tomorrow at 10:00 a.m. with competitions in Skateboard Street, Skateboard Vert Best Trick and Inline Rail Jam Best Trick, as well as the much-anticipated Supergirl Junior Pro surfing contest. Surfing sensations Courtney Conlogue (Huntington Beach, Calif.), Sage Erickson (Ventura, Calif.), Coco Ho (Oahu, Hawaii), and Nikita Robb (East London, South Africa) compete in the finals of the 19-and under competition to crown the first Women's Junior Pro champion since 2006. Coverage of the Supergirl Junior Pro will stream live via GO211.com. Please visit the site for more details.

S3 Supergirl Jam is designed to promote and celebrate female strength, independence and empowerment by creating a platform for today's athletes to compete in multiple action sports disciplines. The event features top female athletes in surf, skate and snow, as well as female bands and a variety of other activities. This year's S3 Supergirl Jam features elevated levels of competition, increased prize purse, and broadened appeal for spectators. The S3 Supergirl Jam will air as part of event producer ASA

Entertainment's TV programming on CBS Sports and cable television. Please stay tuned to [s3supergirljam.com](http://s3supergirljam.com) or check your local listings for more broadcast details.

ASA Entertainment, the largest action sports event, TV and content production company in the U.S., owns and manages the *S3 Supergirl Jam* with its partner, Warner Bros Consumer Products.

For complete Day One results of the *S3 Supergirl Jam* please visit [www.s3supergirljam.com](http://www.s3supergirljam.com). Approved media images are available on the Supergirl FTP site. Please call for details.

About the S3 Supergirl Jam Producer, ASA Entertainment:

A leader in the action sports industry since 1994, ASA Entertainment, headquartered in Culver City, California is the largest action sports event and television production company in the world. The company produces more than 200 events and 100 television programs annually around the globe that feature skateboarding, freestyle BMX, inline skating, freeskiing, freestyle motocross, snowboarding and music. Its events are broadcast on CBS, Spike, VERSUS, Fuel and Fox Sports Net domestically and distributed to more than 1 billion HH globally throughout Asia, Europe, USA, Africa, Canada, South & Central America and Australia. ASA's properties range from large-scale international competitions such as the LG Action Sports World Championships to grassroots amateur contests, lifestyle and branded entertainment events, demonstrations, exhibitions and mobile tours. For more information visit [www.actionsportstour.com](http://www.actionsportstour.com) or [www.asaentertainment.com](http://www.asaentertainment.com).

About Go211.com:

Go211.com is the leading community and video site for lifestyle sports created by and for action sports athletes and enthusiasts. It's the place to hang with the Pros and friends to get behind-the-scenes video, blogs, photos, webcasts and podcasts from featured contributors along with other action sports fans. Go211.com offers a broad range of exclusive content submitted directly from the athletes and events. The current Go211 Pro Team roster includes Danny Kass, Jeremy Jones, Christian Hosoi, CJ Hobgood, Donny Robinson, Hannah Teter, Danny Davis, Andy Finch, Joey Bradford, Ross Powers, Holly Beck, Alise Post, Clay Marzo, Mary Osborne, Courtney Conlogue, Danny Caluag, Mike Losness, Seth Wescott, and Kelly Clark, among others.

About Warner Bros. Consumer Products:

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

About DC Comics:

DC Comics, a Warner Bros. Entertainment Company, is the largest English-language publisher of comics in the world and home to such iconic characters as *Superman*, *Batman*, *Wonder Woman* and the *Sandman*. These *DC Super Heroes* and others have starred in comic books, movies, television series (both animated and live-action) and cyberspace, thrilling audiences of all ages for generations. DC Comics' Web site is located at [www.dccomics.com](http://www.dccomics.com).

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