

Media Alert



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WHO

The Toyota Matrix 5th Door Tour featuring BMX company Bulldog Bikes performs live at the USA CRITS Finals at the Mandalay Bay Resort in Las Vegas.

WHAT

The Toyota Matrix 5th Door Tour is a live experience of the Toyota Matrix blog site, The5thDoor.com that explodes within Bulldog Bikes BMX events across the country. The5thDoor.com features five established Bloggers that share their exploits in the realms of BMX, Food, Gaming, Music, Fashion and Art.

BULLDOG BIKES @ USA CRITS FINALS

Bulldog Bikes will deliver two exhibitions with BMX riders flying through air and simultaneous performances from the world famous DJ Jay Ski and *5th Door Blogger*, Bulldog Bikes CEO/ Founder Jimmy Mac as emcee. The shows will blend the energy and culture of hip-hop and punk coupled with the passion and edge of BMX and action sports.

Featured Bulldog Bikes rider T.J. Ellis recently made his mark in the BMX dirt scene, placing 3rd at the Pro Dirt BMX Masters in Cologne, Germany; and Best BMX trick at the AST Dew Tour in Salt Lake City.

WHY

Toyota celebrates and supports independent thinking, alternative cultures and the uniqueness of those who go against societal norms. Bulldog Bikes, Inc. is the only urban/multicultural BMX company in the world and delivers one of the most unique BMX experiences.

WHEN/ WHERE

Thurs., Sept. 25 Mandalay Bay Resort (East Parking Lot) – 7pm & 9pm

To access the press kit, please visit the5thdoor.com/blueprint. For additional information and to schedule interviews please contact:

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